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DRAFTKINGS 1009

To the Graduate Council:

I am submitting herewith a dissertation written by Brody James James Ruihley entitled "The Fantasy Sport Experience: Motivations, Satisfaction, and Future Intentions.." I have examined the final electronic copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Exercise and Sport Sciences.

Robin Hardin, Major Professor

We have read this dissertation and recommend its acceptance:

Gene Fitzhugh, Lars Dzikus, Lisa Fall, Rodney Runyan

Accepted for the Council:

Carolyn R. Hodges

Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

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The Fantasy Sport Experience: Motivations, Satisfaction, and Future Intentions.

A Dissertation Presented for
The Doctor of Philosophy
Degree
The University of Tennessee, Knoxville

Brody James Ruihley
May 2010

ACKNOWLEDGEMENTS

There are many people to thank for their support and encouragement throughout this entire process. Ultimately, I thank the Lord, Jesus Christ, who gives me strength and has blessed my family beyond words. From a personal standpoint, I thank my wife, Monisa, who married me and was crazy enough to move to a new city, live frugally for three years, and financially support her husband while he obtained his doctorate. She has supported me not only financially, but also emotionally and spiritually. She is my life and my soul mate. I thank my parents, Bob and Carla Ruihley, for their constant support of their sons' dreams and goals. They have loved me, raised me, and have taught me a lot about life and I hope I am making them proud. I thank my grandparents, Dick and Mary Newcomb, for their constant inquiry, prayers, support, and love. I thank my brother and his wife, Josh and Liberty Ruihley, for their support and friendship. I thank my in-laws, Larry and Janice Boblett and Brett and Cindy Hudson, for their love and support of the man who took their daughter and sister to Tennessee for this wild adventure. I thank my friend, Josh Pate, for his support and friendship throughout this process. Through good and bad emotions displayed at our business meetings, he is there listening and encouraging.

From a professional standpoint, I need to thank my adviser, Dr. Rob Hardin, for his willingness to support me in this endeavor. He has provided a calm and realistic approach to such a stressful time and was there to talk me through many concerns. I thank him for his work on this research, his advice, and for the other areas he has assisted me with throughout my program. I thank my committee, Drs. Fitzhugh, Runyan, Fall, and Dzikus, for their commitment to this research and me. Their contribution to my degree is

greatly appreciated. I thank Dr. Joy DeSensi, who, aside from my adviser, became an unofficial mentor for me. She provided me with conversation, support, and advice. I thank her for her agreeing to refer me and for her contributions to my comprehensive exams as well. I thank Emile Catignani for his leadership, conversation, and willingness to be a reference for me. I thank Seungmo for his willingness to "show me the ropes" of a doctorate program. Without his assistance, guidance, and friendship I may not be where I am today. I thank the staff of the department, specifically Margy Wirtz-Henry, Jane Johns, Frankie Stroud, and Lynnetta Holbrook for their willingness to do whatever needed to be done for me. Finally, I thank the other students or graduates who have supported me on this journey. Specifically, I thank Angela Pratt, Michael Diacin, Sinhan Hwang, Sharron Hutton, Rainer Meisterjahn, and Angie Taylor. I am appreciative of this entire list and words cannot adequately express my gratitude to all of you.

ABSTRACT

Fantasy sport participation is an online activity consuming the time, energy, and devotion of many sport followers. This activity provides participants a unique way to experience sport aside from simply viewing, listening, or following a sporting contest. Fantasy sport users present marketers and advertisers with a distinct type of sport fan, segmentation strategy, and target market. These users experience sport beyond wins, losses, and championships. They view statistics as fantasy points, individual players as products, and injury reports as team-altering news. These users see sport through a different lens.

The purpose of this research is to gain familiarity with the fantasy sport user by developing an understanding of the motivations behind fantasy sport participation and examining factors associated with participation in fantasy sport; specifically involving media use, message board use, sport participation, overall satisfaction, and future intentions. Data was collected through the use of mixed methods consisting of qualitative online focus groups and quantitative questionnaires.

The findings of the focus groups revealed four major themes associated with the participation and experience of fantasy sport. The themes were Competition, Socializing, Surveillance, and Ownership. These findings assisted in (1) validating past and current research, (2) developing and altering scale items for the quantitative questionnaire, and (3) providing deeper understanding of the fantasy sport experience.

The major results of the quantitative questionnaire indicated top fantasy sport motivating factors as Fanship, Competition, and Social Sport with the lowest factors as Fan Expression, Ownership, and Escape. The factors with the highest significant

relationship with overall satisfaction in the activity were Competition, Achievement, and Surveillance. The factors with the highest significant relationship with future intentions were Competition and Camaraderie. Other findings revealed no significant difference in motivations between different levels of sport participation and message board use. Message board use did, however, produce significant differences favoring higher overall satisfaction and future intentions for those using message boards. Other results examine (1) media use and fantasy sport participation and (2) Mavenism and Schwabism and its relationship to fantasy sport motivations, overall satisfaction, and future intentions.

Keywords: Fantasy Sport, Mixed Methods Research, Online Focus Group, Motivation, Market Mavens, Schwabism, Media Use, Message Boards

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CHAPTER I: INTRODUCTION

Anchorage Xskimos, Thunder Over Bobs, Clay County Conquistadores, Sugar Water Purple, Hudson Hornets, Austin Beerguts, Fantastic Irish Car Bombs, Giantland Nine-Foot Fourteens, Beltway Death Slugs, *Hudson Valley River Rats*, and the *Asian Zings* are all names of fantasy sport teams owned and operated by fantasy sport users (FSU). Creating a team name is one of the first steps toward ownership and participation in this activity. Forming a league with other owners, creating a league name, drafting teams, controlling rosters, deciding on roster moves, trading players with other teams, and socializing about the competition are all part of the fantasy sport experience (FSE). Fantasy sport offers owners opportunities to compete, socialize, and test their team management skills against other owners. With 27 million United States' fantasy sport users (FSUs) taking ownership and participating in this activity, fantasy sport has penetrated the sport communication landscape and has proven to be more than just a "niche hobby conducted by calculating box scores from newspapers" (Spinda & Haridakis, 2008, p. 187; "Fantasy Sports Industry Grows", 2009).

Fantasy Sport Background

Fantasy sport is an interactive team management activity based on statistics accrued by athletes of real-life professional sport organizations and/or college athletics. FSUs create or join leagues with a pre-determined amount of participants or team owners. These participants then form their own team by selecting athletes from the sport league of focus, either college or professional sport athletes, to represent their fantasy team. Rainie, author of a Pew Internet and American Life Project report, simply states, "the 'team' is an artificial assembly of players from a variety of real teams" (Pew Internet and American Life Project, 2005, ¶ 3). Selecting athletes to

be a part of the team is traditionally accomplished in a draft format with all participants selecting athletes by taking turns or by means of an auction style format where participants acquire athletes through a bidding procedure with other league owners. Once teams are formed and the season begins, teams compete against each other using statistics generated by real athletes as points for their fantasy team. "The basic statistics of those players are then aggregated after each real-world game to determine how well the team is doing" (Pew Internet and American Life Project, 2005, ¶3). During the season and amidst competition, participants have the ability to start or reserve athletes on their team, trade athletes with other teams in their league, drop athletes from their roster, or add athletes found on a list of available participants not already chosen by a team. The pre-season, season, and post-season actions and decisions are similar to those made by real-life general managers, coaches, or sport management professionals (Davis & Duncan, 2006; Roy & Goss, 2007).

The fantasy sport industry has expanded from the traditional sports of football, golf, and baseball, to hockey, auto racing, cycling, college athletics, and even bass fishing. If it is a sport, then it is likely that a fantasy league has been created to cover it. Twenty-seven million American FSUs in 2008 are responsible for the reported total of $400 million in sales for fantasy sport products ("Fantasy Sport Industry Grows," 2009). The stereotypical American FSU is White (Coakley, 2007; Levy, 2009; Roy & Goss, 2007; Smith, 2009), male (Farquhar & Meeds, 2007; Global Fantasy Leaders, 2009; Levy, 2009; Randle & Nyland, 2008; Roy & Goss, 2007; Spinda & Haridakis, 2008), college educated (Global Fantasy Leaders, 2009; Levy, 2009), has access/experience with the Internet, (Global Fantasy Leaders, 2009; Spinda & Haridakis, 2008) and has discretionary time (Farquhar & Meeds, 2007). Global Fantasy Leaders (2009) reveal that

the average FSU spends about three to four hours online per week, has played for 10 years, and spends an average of $467.60 per year playing fantasy sport. A majority (55%) started playing offline, 90% are male, 68% are married, and are an average age of 37. Other information about the FSU indicate that 86% own their home, 71% have a bachelor's degree or higher, 92% have attended some college, 59% earn $50,000 or more annually, and the average household income is $94K (Global Fantasy Leaders, 2009).

Purpose of the Study

Fantasy sport is consuming the time, energy, and resources of many sport consumers. Determining who the FSU is, what the FSE is, what motivates participation, and what factors are associated with fantasy sport participation are all important issues for scholars and practitioners to consider. Fantasy sport is in early academic research stages despite its increasing popularity in the United States (Farquhar & Meeds, 2007; Lomax, 2006; Real, 2006). Research in this area primarily focuses on motivations to participate (Farquhar & Meeds, 2007; Roy & Goss, 2007; Spinda & Haridakis, 2008), types of FSUs (Farquhar & Meeds, 2007), media use in fantasy sport (Randle & Nyland, 2008; Ruihley & Hardin, 2010), fantasy sport as fanship (Levy, 2009), and the reinforcement of masculine privilege through fantasy sport participation (Davis & Duncan, 2006). The trends, facts, figures, and previous research are important in understanding this activity and who is involved. However, more research is needed to add to the existing knowledge provided through previous work. Also, more inquiry is needed to expand and break new ground upon many of the ideas brought forth by fantasy sport researchers.

The purpose of this research is to gain familiarity with the fantasy sport user by developing an understanding of the motivations behind fantasy sport participation and examining

factors associated with participation in fantasy sport; specifically involving media use, message board use, sport participation, overall satisfaction, and future intentions. Addressing the motivations for participation will add to the knowledge base and examining factors associated with participation will add considerably to fantasy sport literature.

The answers to these inquiries are addressed, through a Uses and Gratifications perspective, with data collected using multiple online research methods. To address the purpose of this research, online focus groups and an online questionnaire were utilized. Scale items were created for the online survey instrument through the use of prior scale items previously tested and through the development of scale items from the results of the qualitative focus group. Many studies assisted in the creation of the instrument utilized to address the research questions. The following research questions reflect the purpose of this research.

Research Questions

RQ1: What are the motivations to participate in fantasy sport?

RQ2a: What is the relationship between the motivations of fantasy sport users and overall satisfaction?

RQ2b: What is the relationship between the motivations of fantasy sport users and future intentions?

RQ3a: Do motivations associated with fantasy sport participation differ between varying levels of sport participation?

RQ3b: Does overall satisfaction or future intentions associated with fantasy sport participation differ between varying levels of sport participation?

RQ4a: Do motivations associated with fantasy sport participation differ between users of message board users and non-message board users?

RQ4b: Does overall satisfaction or future intentions associated with fantasy sport participation differ between users of message board users and non-message board users?

RQ5: What impact does fantasy sport participation have on media use?

RQ6a: To what extent do fantasy sport users consider themselves market experts (mavens)?

RQ6b: How do levels of market mavenism influence motivations of fantasy sport participation?

RQ6c: How do levels of market mavenism differ in terms of overall satisfaction or future intentions associated with fantasy sport participation?

RQ7a: To what extent does Schwabism exist among fantasy sport users?

RQ7b: How do levels of Schwabism differ in terms of motivations of fantasy sport participation?

RQ7c: How do levels of Schwabism differ in terms of overall satisfaction or future intentions associated with fantasy sport participation?

Justification for the Study

Marketers, advertisers, content providers, and organizations hosting fantasy sport all make up an important audience for this work. This audience will be able to practically apply the results of this research to the product, activity, content, or marketing strategy. The results of this study assist in the creation of new meanings and descriptions for the FSE and provide organizations with information to access new customers, retain current customers, assess marketing strategies, evaluate content, and better target advertising and recruiting efforts.

One of the major reasons for conducting this research is to segment the sports market, specifically the sport communication consumer, into finer pieces. Determining what it is that

motivates participation in fantasy sport assists in identifying specific characteristics of this type of user. This identification helps in differentiating sport communication users, thus providing practitioners more information to segment the market. This knowledge will aid sport advertisers and marketers in their selection of the proper segmentation strategy, "deciding which if any segments the product should be targeted toward" (Mullin, Hardy, & Sutton, 1993, p. 34).

Target marketing, similar to market segmentation, is the act of identifying "clearly defined groups within the market" (Kotler & Levy, 1969, p. 13) and directing product specifically towards those groups. This type of marketing effort allows "an organization most efficiently and effectively to attain it's marketing objectives" (Shank, 2005, p. 43). Targeting the proper market in online sport organizations is important when it comes to (1) advertising on sport Web sites, (2) obtaining online memberships or special access, (3) selling a product, and (4) providing content for consumers. Online advertising is one area of business that appears to be unaffected by changes in the national economic climate. The Interactive Advertising Bureau (Interactive Advertising Bureau, 2009) reported Internet advertising revenue reaching a record high $23.4 billion in 2008. This amount represented the fifth consecutive year of an increase in online advertising revenue. The $23.4 billion primarily consists of revenue from searches (45%) and display content (33%) consisting of banner ads, rich media, digital video, and sponsorship. These advertising figures illustrate just how lucrative and obtainable online advertising can be to an online organization. Providing the proper target market and customer for the advertiser is important in attracting and retaining advertisers.

Many sport organizations require membership and/or payment to access specific insider content. Obtaining online memberships is important for sport organizations with an online

presence because it assists in creating additional revenue. ESPN Insider (2009), for example, allows you to become an insider for $6.95 paying individual months or $2.50 per month paying two years in advance. This membership allows special access to the "most comprehensive sports coverage" (ESPN Insider, 2009, ¶ 1) consisting of sections focusing on rumors, draft coverage, exclusive blogs, and in-depth analysis. Another example, involving college sport, is Rivals.com. Rivals.com requires $100 annually to receive "unlimited network access, members-only news, and [access] to premium message boards" (Rivals.com, 2009, ¶ 3). These memberships are designed to generate revenue while providing the fan with a more in-depth and exclusive online sport experience. Knowing the fantasy sport consumer and what type of information they desire is vital in keeping memberships active.

Another way online sport organizations are concerned with target marketing is in the efforts to sell a product. Many fantasy sport Web sites will sell fantasy sport hosting site access, additional features (i.e. live scoring, insider information), or even games on the side (i.e. pick a player, team, or a group of players and win if your player(s) are the best of the week). This type of access not only gains revenue for the access, but it also allows for more consumers to view the online advertisements. Identifying the characteristics of the FSU is vital if you want the person to continue their FSE with your organization or with your hosting site. A final consideration, involving target marketing, concerns the content provided on each Web site. Providing the proper content on a Web site may mean the difference in the keeping consumers seeking information on your Web site or losing them to another Web site. The "stickiness" (Li, Browne, & Wetherbe, 2006) of a Web site is important because the more a viewer visits or the more a visitor is satisfied with the content of the Web site, typically means more viewing of online

advertising. Stickiness is defined as "repetitive visits to and use of a preferred Web site because of a deeply held commitment to reuse the Web site consistently in the future" (Li, Browne, & Wetherbe, 2006, p. 106). Providing the proper content to sustain readers and consumers is accomplished by knowing your consumer, their interests, and why they visit a particular site.

Identifying and knowing the consumer is important a major reason for that is recruitment and retention. Fantasy sport organizations charging money for site access or other member benefits, recruitment and retention are easy ways to continue a positive revenue stream. This research adds to pre-existing fantasy sport literature examining the motivations for this activity and analyzes many possible factors associated with fantasy sport participation. The results of this study provide organizations with more information to assist in determining proper targets, messages, and channels to bolster the growth of their business and the fantasy sport community at large.

Definition of Terms

Draft – An activity in which fantasy sport owners select players to represent their team. This is usually performed through the use of an online Web-based platform or in-person.

Drafting – Selecting players for a fantasy team. Drafting can be accomplished through a snake-style, taking-turns, draft format or though an auction-style bidding procedure.

Fantasy Sport - An interactive team management activity based on statistics accrued by athletes of real-life professional sport organizations and/or college athletics.

Fantasy Sport User (FSU) – A participant in the activity of fantasy sport.

Fantasy Sport Experience (FSE) – The overall activities, actions, and emotions involved with the participation of fantasy sport.

Market Mavens – "Individuals who have information about many kinds of products, places to shop, and other facets of markets, and initiate discussions with consumers and respond to request from consumers for market information" (Feick & Price, 1987).

Market Segmentation - Identifying pockets of consumers based on their common or homogeneous needs (Doyle & Saunders, 1985; Shank, 2005).

Message Board - "a script on a Web site with a submission form that allows visitors to post messages on your web site for others to read. These messages are usually sorted within discussion categories, or topics, chosen by the host, or possibly the visitor" (Green Web Design & Consulting, 2009, ¶ 45).

Mixed Methods Research (MMR) – "Type of research in which a researcher or team of researchers combines elements of qualitative and quantitative research approaches (e.g. use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration" (Johnson, Onwuegbuzie, & Turner, 2007, p. 123).

Schwabism – The act of believing you are an expert in sport statistics and information.

Stickiness – Repetitive visits to and use of a preferred Web site because of a deeply held commitment to reuse the Web site consistently in the future" (Li, Browne, & Wetherbe, 2006, p. 106).

Online Sport Consumer – a person using the Internet for sport-related activities (Hur, Ko, & Valacich, 2007; Shank, 2001).

Owner – A participant who has created and is managing a team in a fantasy sport league.

Uses and Gratifications – A theory of media consumption proposing that users of media "play an active role in choosing and using the media" (Lane, 2001, ¶ 1) in efforts to receive gratifications from it.

Organization of the Dissertation

Four chapters follow this chapter and address the FSU and the FSE. Chapter II focuses presents the literature surrounding this topic. The literature review first focuses on the theoretical background of Uses and Gratifications and continues with a review of concepts consisting of Internet and the Web, online sport consumption, fantasy sport, market segmentation, Mavenism, Schwabism, and message boards. Chapter III examines the methods used to address the research questions. This section provides an overview of mixed methods research, the qualitative methods utilized, the quantitative methods utilized, and the specific details of each approach. Chapter IV reports the results of the data collection efforts and reports the findings of both of the mixed-methods approaches. Chapter V concludes this research with a discussion of the research findings, implications, and areas to be considered for future research.

CHAPTER II: LITERATURE REVIEW

Uses and Gratifications

Uses and Gratifications is a theory of media consumption proposing that users of media are active and select media based on satisfying a need (Katz, Blumler, & Gurevitch, 1973). These users "play an active role in choosing and using the media" (Lane, 2001, ¶ 1) in efforts to receive gratifications from it. The focus is on "motives for media usage and the rewards that are sought" (Wimmer & Dominick, 2006, p. 452). Research has discovered and analyzed many reasons for using mass media outlets using this approach and those gratifications include: entertainment (Ferguson, Greer, & Reardon, 2007; Ferguson & Perse, 2000; Flanagin & Metzger, 2001; Lin, 2002; Miller, 1996; Rafaeli, 1986), surveillance (Lin, 2002), interaction (December, 1996; Lin, 2002), communication (December, 1996), social (Ferguson & Perse, 2000; Flanagin & Metzger, 2001; Papacharissi & Rubin, 2000; Rafaeli, 1986; Schmitt, Woolf, & Anderson, 2003), relaxation and escape (Ferguson, Greer, & Reardon, 2007; Ferguson & Perse, 2000; Lin, 2002; Parker & Plank, 2000), and information learning (Flanagin & Metzger, 2001; Lin, 2002; Rafaeli, 1986).

Katz, Blumler, and Gurevitch (1973) state that the Uses and Gratifications approach "represents an attempt to explain something of the way in which individuals use communications, among other resources in their environment, to satisfy their needs and to achieve their goals" (p. 510). These authors identify five basic assumptions or elements that assist in explaining this theoretical approach. The first assumption is that the audience is actively consuming media and this use is considered goal directed (McQuail, Blumler, & Brown, 1972). This consumption stresses the idea that the audience member is not casually consuming media.

They are active in their efforts to utilize a particular media outlet. Similar to the first assumption, the second assumption states that the audience member takes initiative in "linking need gratification and media choice" (Katz, Blumler, & Gurevitch, 1973, p. 511). This idea places emphasis on the audience member choosing, selecting, and using the media instead of the media controlling the audience member. See Table 1 in Appendix A for mass media gratification topics.

The third assumption presents the idea that media outlets compete with other sources in the role of fulfilling needs. There are options for the audience member and there is a choice on how to fulfill the gratification need. The fourth assumption assumes the individual audience member as being aware of their choices. Katz, Blumler, and Gurevitch (1973) believe that "people are sufficiently self-aware to be able to report their interests and motives in particular cases, or at least to recognize them when confronted with them in a intelligible and familiar verbal formulation" (p. 511). This assumption removes any the idea, from the Uses and Gratifications approach, that people are unknowingly selecting media for a need. The fifth and final assumption stresses that value judgments and cultural significance opinions should be withheld while "audience orientations are explored on their own terms" (p. 511). Allowing the audience member to be open and reveal his or her own reasons for media use and learning from different experiences, that may differ from personal or cultural norms, are important facets to this approach.

Research topics of Uses and Gratifications research advance as technology advances in culture. Early research focused on media outlets of radio, comics and newspapers. The topics ranged from music on the radio (Suchman, 1942; Towers, 1987), gratifications in daytime radio serials (Herzog, 1944), to children's interest in comic books (Wolfe & Fiske, 1949) and

functions of newspaper readings (Berelson, 1949). The development and popularity of television created more research opportunities examining its use (Palmgreen & Rayburn, 1979; Schmitt, Woolf, & Anderson, 2003).

Technology expanded Uses and Gratifications research further with the growth and expansion of the Internet. Research topics include a wide variety of usage research focusing on general use (Papacharissi & Rubin, 2000), use for political information (Kaye & Johnson, 2002), Internet addiction (Song, LaRose, Eastin, & Lin, 2004; Yang & Tung, 2007), use among college students (Ebersole, 2000), use of commercial Web sites (Stafford & Stafford, 2002), and use of social networking sites (Raacke & Bonds-Raacke, 2008). Other technological areas covered in Uses and Gratifications literature examine the usage of cell phones (Leung & Wei, 2000), digital video recording (Ferguson & Perse, 2004), satellite radio (Lin, 2006) and video games (Sherry, Greenberg, Lucas, & Lachlan, 2006). The following section will provide more information in regards to the Internet and the Web and its prominence in American culture as well as the culture of sport.

Internet and the Web

When computers were created and became accessible to the general public, it did not take long for people to link the machines and transfer information between them (Rheingold, 2000). In Rheingold's *Virtual Community* (2000), the author states, "when enough people brought sufficiently powerful computers into their homes, it was inevitable that somebody would figure out a way to plug PCs into telephones" (p. 60). The late 1950s and 1960s brought forth great change in the way we now share information. The United States' Defense Department's Advanced Projects Research Agency (ARPA) began to explore the "potential of networking:

sharing the resources of one computer easily and economically with another" (Denning, 1989, p. 531). This exploration was, in part, due to concerns of nuclear war and keeping communication active. ARPAnet was operating in 1970 generating a public demonstration in 1972 at the International Conference on Computer Communications (Denning, 1989). The creation of the first MODEM (Modulator-Demodulator) in 1977 and the altered XMODEM (altered software that assists in reducing errors) in 1979 allowed two computers to connect to each other over existing telephone networks (Rheingold, 2000; Scott, n.d.). This linkage of two computers was only the beginning of what is now a common household occurrence of accessing the World Wide Web (Web) and the Internet.

Pew Internet and the American Life Project (PEW, Pew Internet and the American Life Project, 2009) and Harris Interactive (Harris Interactive, 2008) report that as of 2008, 79% or four out of five United States (U.S.) adults are online and using the Internet. Using U.S. Census data for 2008, the percentages indicate nearly 182 million American adult Internet users (U.S. Census Bureau, n.d). This usage is a significant increase from 1998 when Internet usage was first estimated among U.S. adults at 35% (Harris Interactive, 2008). Additional PEW research indicates that 83% of U.S. adult Internet users go online to seek out information on a hobby or an interest and that 45% of adult Internet users specifically go online in efforts to obtain sport scores and sport information (Pew Internet and the American Life Project, 2009).

Sport has benefited tremendously from the Internet and the Web not only in the way that a venue to share a wide-range of information is provided, but also the way the information can be very specific, instantaneous, and range in credibility. Real (2006) believes the Web is an "ideal" medium for the dedicated and casual sport fan because of its "accessibility, interactivity, speed,

and multimedia content" (Real, 2006, p. 171). Pedersen, Miloch, and Laucella (2007) also argue that the Internet has "laid the framework for new and emerging media in sport communication, and more than any other medium, the Internet has allowed sport consumers to feed their craving for information regarding their favorite sport products" (p. 213). The craving for sport information may come in a variety of shapes and forms by allowing users the ability to obtain a wide-variety of sport-related information. This information may include general statistical information (i.e. scores, in-depth box scores, or player information), storylines (focusing on coaches, athletes, administration, or a game), informal or formal opinions (analyst, columnist, friend, family, or stranger), and personal information about an athlete, coach, or administrator through the use of organizational Web sites or social networking sites like MySpace, Facebook, or Twitter.

Many Web sites are devoted to the coverage of sport. Three of the top rated sport Web sites in January 2010 belong to Yahoo!Sports, ESPN, and the NFL (The Nielsen Company, 2010). The sport news sites provide up-to-date news, scoring, standings, statistics, commentary, highlights, and analysis. Other sport related Web sites provide material focusing on organizational, individual, social networking, and commercial aspects. Organizational sites may include team homepages for professional or collegiate teams or other non-profit sport organizations. Individual Web sites may include information specifically about a certain athlete or coach. Many professional athletes own and maintain their own online presence with a Web site. Many fans communicate across state or national borders through the use of social networking Web sites or sites utilizing message boards or blogs. Finally, commercial sport Web sites are created to sell a product. One example of this type of site is a ticket-brokering site.

These Web sites are created to try and sell tickets to sport or other entertainment events. All of these online activities prove that there are many ways in which a fan of sport can be actively consuming information via the Web and Internet.

Online Sport Consumption

Hur, Ko, and Valacich (2007) tested scale items focusing on the specific area of online sport consumption and created the Scale of Motivation for Online Sport Consumption (SMOS). Their efforts successfully connected a gap between sport, business, and marketing literature. They expanded primarily upon literature involving consumer motivations focusing on Web usage (e.g. Joines, Scherer, & Scheufele, 2003; Korgaonkar & Wolin, 1999; and Stafford & Stafford, 2001), types, behaviors, and motivations of online shopping (Lee, 2002; Parsons, 2002; Rohm & Swaminathan, 2004; and Teo, Lim, & Lai, 1999), and characteristics of Internet users (Rodgers & Sheldon, 2002). Hur, Ko, and Valacich (2007) also utilized literature concerned with the risk of online consumption (e.g. Featherman & Pavlou, 2003; Forsythe & Shi, 2003; and Garbarino & Strahilevitz, 2004). These areas of research set forth a good foundation for understanding online consumption, however, they "have not yet agreed on how best to conceptualize these constructs" (Hur, Ko, & Valacich, 2007, p. 523).

Hur, Ko, and Valacich (2007) took the aforementioned concepts and factors associated and tested them in the area of online sport consumption. Their results provided support for five primary motivation factors and also support for four concern factors. The motivation factors consisted of the following categories: convenience, information, diversion, socialization, and economic motives. Convenience refers to the accessibility of the Internet and how it provides sport consumers the platform to purchase a product or seek out information in convenient ways.

The information motivation refers to "sport consumers' motivation to gain sport-related knowledge through the Internet" (Hur, Ko, & Valacich, 2007, p. 525). This knowledge may include up-to-date information on players, coaches, organizations, or actual contests. Diversion simply refers to sport consumers' getting online to escape from the daily grind, pressures, or boredom, seeking out "pleasure, fun, or enjoyment via the Internet" (Hur, Ko, & Valacich, 2007, p. 525). The socialization motive refers to sport consumers desire to maintain relationships, socialize, and share experience and knowledge with others of similar interests (Hur, Ko, & Valacich, 2007; Korgaonkar & Wolin, 1999). Finally, the economic motive draws sport consumers to the Internet in efforts to "save or make money, bargain efficiently, and obtain free products" (Hur, Ko, & Valacich, 2007, p. 526; Joines et al., 2003).

The four constraints of online sport consumption involve factors of security and privacy, delivery, product quality, and customer service (Hur, Ko, & Valacich, 2007). The security and privacy factor involve the concern that personal and financial information may be abused if given online. Delivery becomes a factor when sport consumers' have concerns about ordering products through the Internet. This may include inaccurate billing and receiving the wrong items (Lee, 2002; Neo & Ramachandra, 1999). Product quality describes the concerns sport consumers have about being able to see a product, test a product, and identify the product prior to purchase. When shopping online, a consumer cannot try on a pair of cleats, swing a golf club, or roll a bowling ball. They simply must trust the description, their prior experiences, and their instinct. The final concern described by Hur, Ko and Valacich (2007), involves customer service. This includes contacting representatives, product returns, reimbursement, and technical support (Featherman & Pavlou, 2003; Lee, 2002; Neo & Ramachandra, 1999).

These motivation factors and concerns of online sport consumption assist in the development of the SMOS. The SMOS was developed to assist in identifying and conceptualizing the motivations and concerns of the online sport consumer. One online consumer worthy of online sport consumption research is the FSU. Fantasy sport is an activity that has bolstered its participation due to sports involvement with the Internet and the Web. This activity incorporates the information and access of Internet and Web-based programs and user-friendly gaming. Fantasy sport provides a venue for sport fans to actively consume sport information and statistics.

Fantasy Sport

Fantasy sport is a relatively young academic topic. The small amount of research studies focusing on this activity range in topics of discussing motivations to participate (Spinda & Haridakis, 2008; Farquhar & Meeds, 2007), types of fantasy sports users (Farquhar & Meeds, 2007), media use in fantasy sport (Randle & Nyland, 2008; Ruihley & Hardin, 2010), fantasy sport as fanship (Levy, 2009), and reinforcement of masculine privilege through fantasy sport participation (Davis & Duncan, 2006). The following portion of this literature review will discuss these studies and their findings.

History of Fantasy Sport

The origin of fantasy sport is a topic of debate within the fantasy sport and research communities. Many researchers and writers (Davis & Carlisle-Duncan, 2006; Farquhar & Meeds, 2007; Hu, 2003; Roy & Goss, 2007) describe the creation of fantasy sport, particularly rotisserie baseball, as a group of men, notably headed by Daniel Okrent, meeting at a restaurant called *La Rotisserie Francaise* and forming a fantasy baseball league. The time frame is always

described as taking place in the early 1980s. Others believe the professional sports of golf and football had fantasy sport activity as early as the 1950s or 1960s (Vichot, 2009; Shipman, 2001). This research will use the history of fantasy baseball as the frontier of fantasy sport until further research is presented or until the vague and loose terms (e.g. seems to have started, could have been started) are not used in describing the history of fantasy sport.

This story of *La Rotisserie Francaise* is a true story, however, it is not the beginning of fantasy baseball; it is only the "live birth" (Walker, 2006) of what is commonly known today as fantasy baseball, specifically rotisserie baseball. The history of fantasy baseball begins in 1960 with Bill Gamson. Gamson and two of his friends created fantasy baseball using the auction process in a similar fashion as many fantasy sport leagues in today's culture use it. The participants in Gamson's game "anted up $10, which translated into an imaginary budget of $100,000 to be used to bid on the services of real major leaguers" (Walker, 2006, p. 60). Each participant bid on players from actual Major League Baseball (MLB) rosters until everyone was out of their predetermined budget. The teams would then be measured throughout the season by certain "handpicked" statistics (Walker, 2006, p. 60). In Gamson's league, the joy did not come from making a lot of prize money, but rather from the statistics because "the simple act of reading the box scores had become a daily thrill ride" (Walker, 2006, p. 62).

Fantasy baseball's next stage in its growth came in 1962. In this year, Gamson's career moved him to the University of Michigan where his league, the Baseball Seminar, began to blossom because a statistically minded group of professors could play a game revolving around the quantitative aspects of baseball. The Baseball Seminar grew to 25 teams. This is the setting where Daniel Okrent comes in to the history of fantasy baseball picture. In 1965, Okrent was a

college freshman at the University of Michigan. His academic counselor was Robert Sklar, an assistant professor of history and member of the Baseball Seminar. Subsequent to Okrent's graduation and while visiting, Sklar introduced the Baseball Seminar to Okrent.

After learning about the Baseball Seminar, Okrent created his own style of the league varying from the Baseball Seminar approach. He studied the statistics most important in winning a game in baseball. Through variable comparison and rankings, Okrent developed a way to keep score based on those key statistics. The restaurant *La Rotisserie Francaise* was the occasional meeting ground of "a pack of friends and acquaintances who belonged to a loose group called the Phillies Appreciation Society" (Walker, 2006, p. 66). This is the location where the idea of their fantasy baseball league was discussed with future members (although, the draft took place at a participant's apartment and not at the restaurant) (Walker, 2006). The name of the restaurant stuck with the name of their new league: Rotisserie League Baseball Association. The year was 1979.

During MLB's labor-stricken year of 1981, baseball enthusiasts became even more familiar with Rotisserie Baseball through an article written by Okrent in *Inside Sports* called "The Year George Foster Wasn't Worth $36." The article was "well and good" (Walker, 2006, p. 69), but the main piece of information in this article was the rules for the game. This caused a myriad of fantasy leagues to form within the sports-writing community (Walker, 2006; Vichot, 2009). Also adding to the popularity of fantasy sport in the early 1980s was the inaugural edition of *Rotisserie League Baseball*, edited by Okrent, and first published in 1984 (Vichot, 2009).

In 1990, *USA Today* estimated fantasy sport users to be at 500,000 (Vichot, 2009). The early 1990s saw tremendous growth with an estimated three million people participating

("Fantasy Sport Industry Grows", 2009). The 1990s provided a boost for the fantasy sport industry with continued coverage in *USA Today* and by the increased use of the Web. Vichot (2009) claims "the Internet boom of the late 90s…provided a new model for fantasy sports, since the barrier to entry was much lower" (p. 16). The Internet provided the needed platform for fantasy sport and many organizations took advantage and quickly began creating or purchasing Web sites that hosted fantasy sport. In this time frame, fantasy baseball assisted in this overall fantasy sport growth because of "baseball's fascination with statistics" and also because many statistics experts came to the forefront of the sport world in this time frame (Vichot, 2009, p. 11). In 2003, the Fantasy Sport Trade Association (FSTA) conducted research and estimated participation at nearly 15 million fantasy sport users ("Fantasy Sport Industry Grows," 2009; Farquhar & Meeds, 2007; Hu, 2003). The fantasy sport industry has seen rapid growth among American and Canadian participants and as of 2008, the FSTA reports that 27.1 million Americans and 2.8 million Canadians participating in fantasy sport ("Fantasy Sport Industry Grows," 2009).

Fantasy Sport Motivation, Influences, & Classification

Spinda & Haridakis (2008) examined the motives of FSUs through the use of multiple methods. The authors conducted three studies in their examination of fantasy sport motives. The first study asked participants to respond to the question: "Why do you play fantasy sports?" The participants were asked to respond in an open-ended essay format. The authors then used the motivations "verbatim or slightly modified" (p. 192) and combined them with other scale items focusing on sport fan motivation. The other items consisted of scales from the Motivation Scale for Sport Communication (Trail & James, 2001), the Sport Fan Motivation Scale (Wann, 1995),

television viewing motives (Rubin, 1981), and interpersonal motives (Rubin, Perse, & Barbato, 1988). The essays and previous literature garnered 65 total scale items. In their second study, Spinda & Haridakis (2008) pre-tested the scale items and were able to eliminate 16 items as a result of weak factor loadings. In this stage, the authors were able to identify four primary factors of ownership, socialization, exciting achievement, and escape.

Spinda & Haridakis' (2008) third study focused on further expanding and developing their fantasy sport motivation scale "by sampling a larger, more representative population of fantasy sports player with the more refined motives scale" (p. 192-193). The principal components analysis with varimax rotation indicated a six-factor solution that emerged from the 49 scale items. These items explained 47.69% of total post-rotation variance (Spinda & Haridakis, 2008). The motivations (listed in order from most variance to least variance) are listed as follows: Ownership (10.26% of variance), Achievement/Self-Esteem (9.91% of variance), Escape/Pass Time (9.28% of variance), Socialization (9.03% of variance), Bragging Rights (5.18% of variance), and Amusement (4.99% of variance). The third study also produced results indicating: (1) the motives of achievement/self-esteem, ownership, bragging rights, and socialization all predicted fantasy sport involvement; (2) fantasy sport motives of achievement/self-esteem, bragging rights, and amusement predicts the fantasy sport information seeking behavior of reading articles; (3) fantasy sport motives of achievement/self-esteem, socialization, and amusement predicts the fantasy sport information seeking behavior of checking the status/statistics of fantasy sport athletes.

Roy and Goss (2007) provide their view of some of the influences effecting fantasy sport consumption. They illustrate three major influences consisting of psychological, social, and

marketer-controlled influences. Psychological influences are defined as "individual characteristics of consumers that could affect one's decision to participate in fantasy sports" (Roy & Goss, 2007, p. 99). Three variables assisted in the development of this set of influences: control, escape, and achievement. Control refers to the feeling of ownership and overall control of a team when participating in fantasy sport. Control may include decisions of "drafting players for a team, acquiring players from other fantasy teams via trades, and claiming players from free agent pools" (Roy & Goss, 2007, p. 99). The idea of knowledge is discussed as part of control. Roy and Goss (2007) state that the more knowledge an owner has about the game and his/her team, "the stronger the feelings of control and confidence in decision-making" (p. 100). The authors define escape as a way for people to forget their troubles and mentally enter another world. The need to get away from the daily routine or relieve stress is a part of the reasoning behind escape as an influence for fantasy sport consumption. The final psychological influence is achievement. Achievement is the internal feelings of doing something successful when failure is presented as an option. The authors state that achievement enters the fantasy sport conversation with the competitive nature of the activity. Winning against other league members is rewarding both internally and externally.

The second major influence to fantasy sport consumption is labeled social. The social influences described by Roy and Goss (2007) consist of community and socialization. Community is described as the forum fantasy sport provides for "people with shared interests to interact with one another" (p. 101). Through fantasy sport participation, participants can share their experience not only with their league members, but also with other people associating or identifying as fantasy sport participants. The authors describe socialization as a "strong

influence" (Roy & Goss, 2007, p. 101) on the decision to participate in fantasy sport. Socialization gives FSUs the opportunity to socialize with family, friends, co-workers, bosses, subordinates, or with random strangers. Socialization definitely ties in to community by allowing all the aforementioned groups to become a fantasy sport community, league, or society.

Market-controlled influences are the third and final influence to fantasy sport consumption from Roy and Goss (2007). This influence encompasses the elements of product, price, and promotion. Product influences include the branding, game formats, and design of the FSE. Each fantasy sport Web site has its own image, design, formatting, and service. Some provide a more enjoyable experience than others. With that enjoyable experience, or lack of enjoyment, comes price. The price influence sometimes determines what kind of product experience may be encountered. There are many free offerings in fantasy sport and the authors state that this is important for "attracting new fantasy sports consumers, enabling them to try the product at no cost" (Roy & Goss, 2007, p. 103). Other pricing options may offer more user-friendly options and possibly a built in prize fund. The promotion influence basically states there are promotional tactics that are more successful than others. Like any marketing objective, the purpose is to lure consumers to the product featured. This influence may include the promotion of the league rules, the fun, the style, celebrity appearances, or incentive offered in participation (Roy & Goss, 2007).

Farquhar and Meeds (2007) examined aspects of the FSE, primarily, user type and user motivations. Their analysis examines motivations of FSUs using a quantitative factorial design called Q-Methodology; devised to involve a smaller sample of participants. In this case, 42 participants were involved. The authors define this approach as a way "to develop typologies of

people. That is, instead of focusing on variables, Q-methodology focuses on people. Typically a Q-study involves having a small, purposive sample of people sort carefully selected statements about a self-referent topic" (Farquhar & Meeds, 2007, p.1211). The authors comprised a sample of editorials regarding fantasy sport and asked the participants to separate the editorials into three piles of (1) representing my viewpoint (2) neutral, or (3) not representing my viewpoint. Through a large amount of calculations, the authors present five types of fantasy sport users and their motivations.

The use of Q-methodology allowed Farquhar and Meeds (2007) to identify and label five types of users: casual players, skilled players, isolationist thrill-seekers, trash-talkers, and formatives. The types of users were determined based on scores of involvement, regard, entertainment, surveillance, escape, and arousal. Casual players were described as members who do not "spend lots of time, energy, or money in participating in fantasy sports" (p. 1216). Skilled players were members that are highly involved in fantasy sport and appear to get more involved with the more time and money put into the activity. The isolationist thrill seeker indicated a desire to win but did not want to invest a lot of time or energy into the effort. Trash-talkers were involved for the arousal, surveillance, and social interaction that fantasy sport offers. Finally, formatives were described as a "complex group to understand" (p. 1222). The authors describe this group as being motivated by arousal and surveillance, but depending on the primary motivation, either statistics or the love of the win could be a primary factor in participation.

Farquhar and Meeds (2007), in a further analysis of the types of fantasy sport user, determined arousal and surveillance as the two primary motivation factors among fantasy sport users. Players motivated by arousal sought the "thrill of victory" (Farquhar & Meeds, 2007, p.

1212) and believed the next victory was "just around the corner" (p. 1212). Players motivated by surveillance were interested in "information gathering, working with statistics, and staying in touch with real-world sports" (Farquhar & Meeds, 2007, p. 1212). Their research provides the scholarly community with another way to examine the FSU. See Table 2 in Appendix A for chart of fantasy sport motivation research.

Masculine Privilege in Fantasy Sport

Davis and Duncan (2006) conducted research focusing on individual fantasy sport participants and how fantasy sport participation reinforces masculine privilege. The authors identified a typical fantasy sports player as a young, white, well-educated male, with substantial time for leisure activities, proficient computer skills, and access to the Internet. The authors examined this topic by conducting an exploratory multi-method study to examine the experience of fantasy sport league participants. Through a critical perspective, the authors use textual analysis of fantasy sport websites, personal observation, and focus group interviews to determine how masculinity presents itself in fantasy sport participation.

Their analysis indicates that male fantasy sport participants emphasize the importance of having sport knowledge. One of the results discussed how a considerable amount of time is often dedicated to searching the Internet for statistics and injury reports. However, "individuals who are less well informed are often openly ridiculed for poor draft, trade, and roster structuring decisions" (Davis & Duncan, 2006, p. 253). Along with sport knowledge, the researchers found that male FSUs as highly competitive and often using message boards to form alliances with other players. The authors also discuss issues of male bonding, control, and competition arising through the participation in fantasy sport. The results add to the field of the FSE, but since the

literature, methodology, and data analysis are all derived from a critical perspective, the results only discuss the critical aspects of participation and experience.

Media Use and Fantasy Sport

Research conducted by Randle & Nyland (2008) proved that as a person becomes more involved in fantasy sport, the more the person would follow sport through media aside from the Internet. Specifically, this research indicated a positive correlation between fantasy sport participation and watching sports or sports highlights. The authors argue that with the popularity of fantasy sport, "mass media outlets have a new market that desires and demands fast and accurate delivery of sporting news and statistics" (p. 144).

Ruihley and Hardin (2010) conducted research examining which mass media outlets are used most for fantasy sport. This research specifically focused on mass communication outlets of the Web, television, radio, magazines, and newspapers and how they assist in the FSE. A majority of the participants indicated a use of television and the Web (aside from their fantasy sport host site) to assist in their FSE. Reasons for choosing these outlets ranged from gathering news, searching for statistical information, seeking out specific programming and watching games, to seeking out expert advice and conducting general research. The majority also chose not to use radio, magazines, or newspapers to aide in their fantasy sport experience. Reasons for not using these outlets varied from not having money, convenience issues, to not having the desire to use the outlet and choosing to use another outlet.

Fantasy Sport Users as Avid Fans

FSUs are described as the most avid of avid sport fan in Levy's (2009) discussion of fanship in sport. This description is due, in part, to the involvement of sport in the life of Levy's

sample of fantasy sport participants (n=1,179). These FSUs utilize the Internet to "track sports, manage their fantasy sport teams, watch sports news and watch or listen to sporting events nearly every single day" (Levy, 2009, p. 196). Ninety-four percent of the sample uses the Internet to monitor sports daily. This sample talks sports with friends and co-workers "far greater than a couple times a week" (Levy, 2009, p. 196) and when asked what topic they prefer to discuss when with other men, 98% responded with the topic of sport. This sample of FSUs also reported a large use of television to assist in their sporting experience. Eighty-two percent reported watching sports on television every day with 83% viewing sport on television "more than [five hours] per week every week" (Levy, 2009, p. 197).

Levy (2009) states that it may be "easy to dismiss [FSUs] as 'geeks' living perhaps tucked away in their parents' basement" (p. 197), but the description does not hold to this sample. This group of FSUs are educated, married, employed with above average incomes, and are parents in many cases. Levy argues that while this group may be more avid and extreme than other fan bases, they are not that different. He states that this group of FSUs may "think about, analyze, discuss, and watch sports more than others" (p. 197), but other groups of fans share many of the same habits. The ideas of winning and losing, right and wrong, and smart and stupid are all ideas that build this type of sport fan.

Learning what type of person, competitor, fan, and online consumer these participants are is one of the major areas of the aforementioned fantasy sport research. Being able to define the FSU is important to many organizations seeking to recruit and retain fantasy sport participants. Other organizations seek to advertise and market specifically to one segment of the population and FSUs may be the proper target population.

Market Segmentation

Market segmentation is defined as identifying pockets of consumers based on their common or homogeneous needs (Doyle & Saunders, 1985; Shank, 2005). This type of identification has also been described as "recognition of differences in consumers' background needs and purchase frequencies" (Mullin, Hardy, & Sutton, 1993). In early research, Smith (1956) states that segmentation is "based upon developments on the demand side of the market and represents a rational and more precise adjustment of product and marketing effort to consumer or user requirements" (p. 5). Smith (1956) argues that segmentation draws attention due to the number of business issues solved by addressing "marketing programs and product policies that overgeneralize both markets and marketing effort" (p. 5).

Shank (2005) addresses six bases for the segmentation of consumer markets. Segmentation can occur using the following bases: Demographic (i.e. age, gender, ethnic background, or family live cycle), socioeconomic (i.e. income, education, or occupation), psychographic (i.e. lifestyle, personality, activities, interests, and opinions), geographic (i.e. world region, country, city, or physical climate), behavioral (i.e. frequency of purchase, size of purchase(s), or loyalty of consumers), and benefits (consumer needs or product features desired). These bases allow for researchers and practitioners to break up a large consumer market based on specific characteristics. Some of these bases are easy to identify and obtain (i.e. demographic or geographic) while others may be more difficult to access (i.e. socioeconomic, behavioral, or benefits). Consumer research allows for an in-depth examination of these bases and provides scholars and practitioners with more data to segment a market.

Segmentation of consumers is important when considering advertising and marketing efforts. Smith (1956) argue that segmentation allows organizations the ability to "inform market segments of the availability of goods or service produced for or presented as meeting their needs with precision" (p. 6). Pedersen et al. (2007) state that without market segmentation, an organization may not be able to "effectively communicate its core messages to consumers" (p. 245). Simply put, segmentation offers the unique ability to shape marketing and advertising strategies to a specific set of homogeneous consumers.

Pedersen et al. (2007) define a target market in sport as a group of consumers with similar characteristics and as a market that has the ability and willingness to purchase a product. Pedersen et al. (2007) also state, "through segmentation, sport entities can identify groups of consumers who should be targeted to purchase the sport product" (p. 245). Sport research focusing on motivation for overall sport consumption (Trail & James, 2001), motivations of sport consumption between male and female (James & Ridinger, 2002), sport consumption of black consumers (Armstrong, 2002), and motivations for online sport consumption (Hur, Ko, & Valacich, 2007) have all sought to segment the market to determine the motivations and consumption factors specific to sport consumers. In research focusing on overall sport consumption, Trail and James (2001) state that research seeking "to explain the reasons observers and fans are attracted to different sports would advance the knowledge of personal and situational factors that help explain spectator motivation and identify the reasons sports spectators enjoy watching sporting events" (Trail & James, 2001, p. 124).

Sport organizations seek to segment markets for many of the same reason as researchers. Advancing the "knowledge of personal and situational factors" (Trail & James, 2001, p. 124) of

sport fans and consumers allow organizations to better market their product or mission. Chelladurai (2005) expresses that there is a need for sport organizations to "tailor [their] products to be consistent with the needs of its customers, and to adopt marketing strategies that suit the characteristics of the customers" (p. 390). This action can assist in targeting the product or message to a specific group of consumers. Energy will be directed in one precise direction as opposed to directing a message to the masses and hoping it sticks with a wide base of consumers.

Opinion Leadership & Market Mavenism

Consumer market research is vital to many organizations because of the impact the results can have on an advertising campaign, a new product, or overall attitudes about a service. Many organizations will often attempt to locate the people who are willing to share their thoughts about a product or service with those who are close to them. These types of people are opinion leaders. Feick and Price (1987) in reference to the seminal work of Lazarsfeld, Berelson, and Gaudet (1948), define opinion leaders as "individuals who acted as information brokers intervening between mass media sources and the opinions and choices of the population" (Feick & Price, 1987, p. 84). Opinion leadership has been defined as an occurrence "when individuals try to influence the purchasing behavior of other consumers in specific product fields" (Flynn, Goldsmith, & Eastman, 1996, p. 138). These types of consumers are important because of the influence they can have over another consumer. Flynn, Goldsmith, and Eastman (1996) state that "consumers appear to trust the opinions of others more than they do form marketer-dominated sources of information such as advertising, and they use interpersonal sources to reduce risk and to make both store and brand choices" (p. 137). This type of interpersonal communication is influential and persuasive when it comes to purchasing behaviors and intentions. These types of

leaders are often seen as being an "expert within a specific product category who both spreads and is consulted for information about that specific product category" (Stokburger-Sauer & Hoyer, 2009, p. 101; King & Summers, 1970).

Feick and Price (1987) introduced a different type of influential ally in marketplace research. Market mavens are defined as "individuals who have information about many kinds of products, places to shop, and other facets of markets, and initiate discussions with consumers and respond to request from consumers for market information" (Feick & Price, 1987, p.85). Mavens are considered different from opinion leaders because they are not product specific experts; rather they have a general knowledge of the marketplace. Also, mavens are not required to be early adopters of the product and are not required to be users of the product in which they have information. Goldsmith, Clark, and Goldsmith (2006) state that mavens are "exposed to a variety of media where they seek out and acquire information about products, services, stores, and shopping and buying in general" (p. 412).

Market mavens have been described as being highly attentive, involved, and interested consumers within a marketplace (Chelminski & Coulter, 2007; Clark, Goldsmith, & Goldsmith, 2008; Feick & Price, 1987). These are also consumers that enjoy sharing their information, knowledge, expertise, and experience with others (Higie, Feick, & Price, 1987; Stokburger-Sauer & Hoyer, 2009). Market mavens are important not only for their loyalty to marketplace knowledge and information-seeking attitude but also because of their willingness to inform others. The market maven is an influential consumer, but with the word-of-mouth potential, the market maven also represents a possible ally or enemy to an organization.

Mavens are different from opinion leaders in regards to the breadth of knowledge. Mavens know more about a broad range of products whereas opinion leaders are product specific. This concept is included in this research because of the potential connection between sport and Mavenism. FSUs are knowledgeable about sport in general or a specific sport league or team. Many FSUs are also considered experts in sport statistics. The current research introduces a concept for the sport fan believing he/she is an expert in sport statistics and information; this person is actively engaging in *Schwabism*. We introduce this term based on the ESPN trivia show, *Stump the Schwab.* This was a trivia game show matching up know-it-all sport fans, which thought they knew everything there was to know about sport, against ESPN statistician (and self-proclaimed sport trivia maven), Howie Schwab. The show aired from 2004 to 2006 and proved that many avid sport fans, in fact, did *not* know it all. Schwabism is tested in this research because of the importance of sport information and statistics involved in fantasy sport. This research initially defines and builds the concept of Schwabism.

Message Boards and Sport

Message boards are used to assist in the consumption of sport. Message boards allow users to communicate with each other about a top recruit, a game, a fantasy sport topic, or about anything else that is on the mind of the user. A message board is defined as

> a script on a Web site with a submission form that allows visitors to post messages on your web site for others to read. These messages are usually sorted within discussion categories, or topics, chosen by the host, or possibly the visitor. (Green Web Design & Consulting, 2009, ¶ 45)

Message boards are easy, quick to access, organized, and widely used. The history of this type of computer-mediated communication is young having really started in the 1970s.

Computer technology and the development of information sharing between computers allowed Ward Christensen and Randy Suess the ability to create and refine the bulletin board system (BBS). BBSs allowed users the technological forum to share information. Rafaeli (1986) explains the electronic BBS as the "use of the computer as a medium, marrying the technological innovations of computer networking with the twin interests in communication: interpersonal conversation and mass propagation of message" (p. 123). Rheingold (2000) adds:

> For less than the cost of a shotgun, a BBS turns an ordinary person anywhere in the world into a publisher, an eyewitness reporter, an advocate, an organizer, a student or teacher, and potential participant in a worldwide citizen-to-citizen conversation. (p. 133)

These statements illustrate the ease of this type of technological communication and the broad nature in which it was used for. While the conversations were broad, the technology was very simple and narrowly focused. The creation of USENET allowed for management of multiple public conversations.

The idea of networking and sharing information between online groups was developed in 1979. Two Duke University graduate students, Tom Truscott and Jim Ellis, "experimented with a simple scheme by which…two computer communities…could automatically exchange information via MODEM at regular intervals" (Rheingold, 2000, p. 61). This technology was named USENET. USENET isn't a computer network, isn't the Internet, and isn't a giant bulletin board system (Phaffenberger, 1995). USENET is a "virtual roundtable" (Echo, 2004, ¶ 1) to discuss up-to-date topics and issues. This technology posts stories and user discussion for "only a

brief time—as little as a week—before they're erased" (Phaffenberger, 1995, p. 5) due to space restrictions on the USENET sites.

The two aforementioned technological advances in computer-mediated communication paved the way for the contemporary use of the message board or Internet forum. Message boards allow users to "post discussions and read and respond to posts by other forum members" (Cyprus, 2009, ¶ 1) on the Web. Message boards are Web-based applications that allow organizations to create a discussion board, specify and organize the topics, and involve users of the message board in discussion. Users can post an original or reactionary thought, only read posts and choose never to create their own posts, or even have a conversation completely off-topic with another user. Message boards are a unique way of communicating because of its timing. Although the messages appear as soon as one would send it, the communication is not live. Users can view a board and reply at any time and at their own leisure. Message boards are used from topics ranging from history, health issues, and radio programming, to video gaming, auto repair, computer and technology support, and all levels of sport.

Message boards are prevalent in sport through the way sport fans are able to communicate with each other. Many sport organizations bolster their online presence with a section specifically designated for communication between organization and fans as well as communication solely between fans. Having a section on a Web site dedicated to message boards provides sport fans and users of the particular Web site an environment to share their thoughts, feelings, and attitudes towards sport topics. Fans of sport utilize message boards as a platform to voice their opinion on the topics including the day's action, upcoming games, coaches' decisions, hiring and firing scenarios, and recruiting prospects. Many major sport Web sites

provide ample ground for this communication to occur. The following sites, in a 2009 count, are given as examples of the reach and availability that sport message boards provide: *Sports Illustrated's* FanNation.com (2009), 800 message boards varying in topics of NCAA, NFL, NBA to Tennis and Mixed Martial Arts; ESPN.com (2009), 533 message boards ranging in topics of NCAA, NFL, WNBA to Pro Hockey and Motor Sports; and Yahoo! (2009), 512 message boards with topics ranging from NCAA, NFL, MLB to Olympic sports and Soccer. These are only a few of the top sport news Web sites but the amount of message boards illustrates how many topics can be covered and how many message boards some Web sites are willing to manage. Message boards have adapted around the constant technological advancements of the Internet and the Web.

Literature Review Summary

The previous sections have focused on the concepts and frameworks associated with this research. Uses and Gratifications provide a theoretical foundation asserting that people choose a media outlet or technological medium due to certain gratifications received from its use. Some of the more recent research utilizes the Uses and Gratifications in efforts to focus on usage of the Web and Internet. Fantasy sport is an activity actively consumed online. The history and empirical background of fantasy sport is discussed in order to give an overall perspective of the activity and how it fits into this current research. Market segmentation, mavenism, and message board use are other areas discussed as possible factors and extensions of this research. The following chapter discusses the methods, participants, and instrumentation of the current research.

CHAPTER III: METHODS

Introduction

The purpose and central idea of this research is to develop an understanding of the fantasy sport user (FSU) and determine what motivations and factors are present in choosing to participate in this activity. This research provides practitioners and scholars an in-depth understanding of the overall experience of the participants. This research is beneficial because it provides evidence as to why FSUs participate and what the underlying motivations are of that participation. Getting to the real, true, and rich answer is the goal of this research.

Initially, qualitative online focus groups, out of the grounded theory approach, were conducted to obtain data and an understanding needed to address the central research questions. Main themes were discovered and scale items were identified and modified, if necessary, based on the words and experiences of the participants. Creswell (2007) identifies that a goal of qualitative, social constructivist research, is to "rely as much as possible on the participants' views of the situation" (p. 20). There are multiple realities to be discovered. People participate in fantasy sport for different reasons and each person experiences the activity in different ways. This was an important consideration when conducting the online focus groups in Part I of this research.

Part II of this research utilizes a quantitative online questionnaire developed and implemented in order to address the research questions. The questionnaire scale items measuring motivation and mavenism consisted of items established in prior research as well as items developed specifically from the results collected through the online focus groups. Other scale items were identified or developed to inquire about FSU's media usage, past sport participation,

demographic information, and the introductory concept entitled Schwabism. The following sections in this chapter will first provided overviews of mixed methods. The sections following will discuss participants, procedure, analysis, and instrument for both Part I (qualitative online focus groups) and Part II (quantitative online questionnaire).

Mixed Methods

Definition of Mixed Methods

Mixed methods research (MMR) has been defined in many different ways and in defining this term, many misuse the terms of methods and methodology. When discussing a mixed methods definition, it is important to keep a broad view of the word *methods*. In research examining the definitions of mixed methods, Johnson, Onwuegbuzie, and Turner (2007) provide a viable explanation of how the term *methods* should be viewed. They state:

> We believe that broad interpretation and use of the word *methods* (in mixed methods) allows inclusion of issues and strategies surrounding methods of data collection (e.g., questionnaires, interviews, observations), methods of research (e.g., experiments, ethnography), and related philosophical issues (e.g., ontology, epistemology, axiology). (Johnson, Onwuegbuzie, & Turner, 2007, p. 118)

This type of view allows for the research question(s), not the methodological stance, to guide the approach used to collect, analyze, and interpret data.

Johnson et al. (2007) compiled a list of 19 different definitions of mixed methods from leading MMR methodologists. The words in each definition were coded and "grouped by similarity" (Johnson et al., 2007, p. 118) to produce five major themes. These themes were developed to better understand the entirety of the many definitions and provide clarity to a single

mixed methods definition. The *first* theme simply discusses *what* is being mixed with mixed methods. In most cases (15 out of 19), qualitative and quantitative data were the two mixed components. The *second* theme involves the process of *when* or *where* the mixing is taking place. Mixing was stated as taking place in the data collection stage, the data analysis stage, or in all stages of the research process.

The *third* theme relates to the second theme but discusses the *breadth* of mixed research. This issue is defined as "lying on a continuum" (Johnson et al., 2007, p. 122) ranging from those who simply define the term to those who have complex definitions and rules to follow. The *fourth* theme involves *why* mixing is occurring in research. Many of the comments identified breadth and/or corroboration as reasons for mixing. Breadth categories included statements of providing a better understanding, a fuller picture and deeper understanding, and an enhanced description and understanding. Corroboration mainly consisted of comments of triangulation and validating findings. The *fifth* and final theme refers to the *orientation* of the use of mixed methods. Most definitions identified the use of mixed methods in the "bottom-up approach wherein the research question drives the mixed methods research approach" (Johnson et al., 2007, p. 122). At least one researcher identified the use of mixed methods simply because he/she wanted to do a MMR study on a certain group.

Through all this work and reasoning, Johnson et al. (2007) created the following definition of MMR:

> Mixed methods research is the type of research in which a researcher or team of researchers combines elements of qualitative and quantitative research approaches (e.g. use of qualitative and quantitative viewpoints, data collection, analysis, inference

> techniques) for the broad purposes of breadth and depth of understanding and corroboration. (p. 123)

This definition is all encompassing and includes every theme brought up in their research. One aspect not overtly included in this definition, but is included in others, describes the choice of using MMR for the purpose of "gaining a better understanding of the research problem" (Ivankova, Creswell, & Stick, 2006, p. 3; Tashakkoria & Teddlie, 2003; Creswell, 2005). This statement reflects one of the most important points and reasons for conducting this type of research – understanding.

Brief History of Mixed Methods Research

One of the first uses of a mixed methods approach came from Campbell and Fiske (1959). In one of their explanations as to why mixed methods should be used for validation purposes, it was stated that "in order to examine discriminant validity, and in order to estimate the relative contributions of trait and method variance, more than one trait as well as more than one method must be employed in the validation process" (Campbell & Fiske, 1959, p. 81). Campbell and Fiske's work has been argued as one of the introductory research articles to use triangulation (Jick, 1979; Johnson et al., 2007).

As time progressed, so did the use of triangulation. Triangulation has been used, in some cases, synonymously with MMR. Denzin (1978) defines triangulation as "the combination of methodologies in the study of the same phenomenon" (p. 291). Denzin (1978) also outlined four different types of triangulation: (1) *Data Triangulation*, multiple sources of data; (2) *Investigator Triangulation*, different researchers collecting data; (3) *Theory Triangulation*, multiple perspectives to interpret data; and (4) *Methodological Triangulation*, use of multiple methods

(Denzin, 1978; Jick, 1979; Johnson et al., 2007). These different types are designed to create more ways to collect, analyze, and interpret data collected for the purposes of assisting in addressing a research question(s).

Jick (1979) discussed many advantages triangulation offers to researchers. *First* and most importantly, triangulation provides researchers with more confidence in their results and "this is the overall strength of the multi-method design" (Jick, 1979, p. 608). *Secondly*, triangulation stimulates the research process by creating new and inventive ways of "capturing a problem to balance with conventional data-collection methods" (Jick, 1979, p. 608). *Third*, this technique can uncover new ideas through multiple viewpoints. *Fourth*, triangulation offers a way to synthesize or integrate theories or may serve as a way to thoroughly test theories for completeness. *Finally*, triangulation can produce richer and thicker data (Jick, 1979). Although Jick (1979) is not using the specific language of mixed methods, the opportunities presented in this triangulation research mirror the research scope presented by other MMR.

Dzurec and Abraham's (1993) Theses of Inquiry suggests that "inquiry is governed by six pursuits that are relevant to, and integratively link, qualitative and quantitative inquiry" (p. 76). The *first* pursuit is the *pursuit of mastery over self and world*. This suggests that inquiry is undertaken to understand the environment and the people who occupy it. Also, a goal of inquiry is "to achieve unity with or control over the environment" (Dzurec & Abraham, 1993, p. 76). The *second* pursuit is the *pursuit of understanding through recomposition*. This means that knowledge becomes more clear and advanced through explanation. Through the advancement of knowledge, new ideas are formed and substituted for older ideas. The *third* pursuit involves the *pursuit of complexity reduction to enhance understanding*. This pursuit admits, "phenomena in

the animate and inanimate environment are complex" (Dzurec & Abraham, 1993, p. 77). Gaining a fuller representation of a phenomenon assists in reducing the complexity and provides an opportunity for clearer understanding.

The *fourth* pursuit of Dzurec and Abraham's (1993) Theses of Inquiry is the *pursuit of innovation*. This suggests that researchers want to create new ways to approach exploration and understanding. The authors state that without innovation, inquiry would become "afunctional and vanish" (Dzurec & Abraham, 1993, p.77). The *fifth* and *sixth* pursuits are the *pursuits of meaningfulness and truthfulness*. These pursuits suggest that distinctions are made about phenomena on the bases of refinement of these paradigms (Dzurec & Abraham, 1993, p. 77). This refinement allows for the "the desire and scientific responsibility to unearth *truth*" (Dzurec & Abraham, 1993, p. 77). This section identifies what research is about: exploring a topic, creating or advancing knowledge, and revealing truth.

Types of Mixed Methods Research

In most mixed method explanations, the type of mixed method falls into one of three areas: qualitatively dominated (the use of more qualitative methods than quantitative), quantitatively dominated (the use of more quantitative methods than qualitative), or completely mixed. Many researchers describe this as a method falling on a continuum ranging from not mixed (monomethod) to fully mixed methods, with partially mixed being somewhere in the middle (Ivankova, Creswell, & Stick, 2006; Jick, 1979; Johnson & Onwuegbuzie, 2004; Johnson et al., 2007; Onwuegbuzie & Leech, 2006; and Sale, Lohfeld, & Brazil, 2002). Regardless of where the method falls on the continuum, it has been reported that there is at least 35 different types of mixed methods (Tashakkori & Teddlie, 2003; Leech & Onwuegbuzie, 2009).

Leech and Onwuegbuzie (2009) narrowed down the many methods of MMR to eight different typologies with a three-dimensional typology. The three dimensions are stated as "(a) level of mixing (partially mixed versus fully mixed), (b) time orientation (concurrent versus sequential, and (c) emphasis of approaches (equal status versus dominant status)" (p. 267-268). The 2 x 2 x 2 matrix produces the following eight types of MMR:

> (1) partially mixed concurrent equal status designs; (2) partially mixed concurrent dominant status designs; (3) partially mixed sequential equal status designs; (4) partially mixed sequential dominant status designs; (5) fully mixed concurrent equal status designs; (6) fully mixed concurrent dominant status designs; (7) fully mixed sequential equal status designs; and (8) fully mixed sequential dominant status designs. (p. 268)

These typologies help researchers determine what kind of MMR they are conducting and can also assist in reporting and describing MMR.

Criticism of Mixed Methods Research

Criticisms of MMR are important to understand when considering the use of this type of research. In an article specifically criticizing MMR, Freshwater (2007) states that without criticisms, "researchers have a tendency to adopt [mixed methods research] as a mindless mantra, believing it to solve problems that are actually unsolvable" (p.135). With that stated, the following paragraphs will discuss the topical shortcomings as well as the in-depth discussions on the serious criticism about MMR.

Jick (1979) raises two areas of concern with mixed methods and triangulation. The *first* involves replication. Jick (1979) states that replication of research is "usually considered to be a necessary step in scientific progress" (p. 609). Replication becomes very difficult with multiple

methods being used and especially difficult with the use of qualitative methods. The *second* issue Jick (1979) is concerned with is the use of multi-methods only to answer appropriate research questions. Mixing methods should be used to answer a specific research question and not used if MMR is not going to be beneficial or "if either quantitative or qualitative methods become mere window dressing for the other" (Jick, 1979, p.609). When involved in MMR, each method should contribute significantly to answering the research questions or in substantiating hypotheses.

In research focusing on the coming of age of MMR, Johnson and Onwuegbuzie (2004) discuss many strengths, but also many weaknesses of multi-method designs. These weaknesses are more aimed at informing a researcher about the dangers of this method. The *first* concern involves the difficulty with one researcher carrying out both qualitative and quantitative research. The authors suggest that if both methods are going to be conducted concurrently, a research team might be appropriate. A *second* concern is the fact that a researcher may be strong in one method (i.e. quantitative) and very weak in another (i.e. qualitative). With this scenario, researchers will have to learn both methods and "understand how to mix them appropriately" in the efforts to conduct a quality research study (p. 21). *More* weak areas in deciding whether or not to conduct MMR involve the facts that it is more time consuming, more expensive, and has a greater possibility that some of the details in this approach still need to be "worked out fully by research methodologists" (p. 21).

Freshwater (2007) published an article in *Journal of Mixed Methods Research* focusing on the way people are reading MMR. In short, Freshwater (2007) is implying that it is up to the reader to criticize and breakdown the way MMR is being presented. In this argument, three main

criticisms evolve. The *first* issue involves how readers criticize a mixed methods text. Freshwater (2007) states that if a reader's response is to "uncritically accept mixed methods as an emerging dominant discourse [then this] is a response that subsequently has an impact on how this text/dominant discourse is located, positioned, presented, and perpetuated" (p. 139). Basically, this means that criticism is not meant just to bring forth negativity, it can actually assist in making positive strives in the applied and scholarly communities.

The *second* criticism suggests that MMR is closely becoming a metanarrative. Freshwater (2007) implies that metanarratives "do not require legitimization outside of themselves – they are true because they claim to be so; thus the story repeats itself" (p. 140). This issue refers back to the inability to replicate findings to discover similar or dissimilar results. The *third* criticism coincides with the first two and suggests sometimes this method choice is flat. By that, Freshwater (2007) implies that there is not room for "undecidability" (p. 141) in the text or the choice of method. This leaves little space for interpretation or opposing thoughts. This point does suggest that MMR brings forth different views, but these views may limit diverse interpretations. This point goes back to the theme of the reader being the audience and the critic. If the audience has no choice but to accept what has been written, then is it advancing knowledge? If the reader has a difficult time replicating a project to test its validity, then is it furthering truth? These are good points brought forth by Freshwater (2007) and these issues need to be addressed in future studies conducting MMR.

Mixed Methods Research in Sport

MMR has been used successfully in sport research. In the first example, Richelieu and Pons (2005) present sport research utilizing MMR to assist in answering their overall research

problem. The focus of this research is to examine one National Hockey League (NHL) team's marketing efforts. The authors suggest that with the economic, social, and cultural roles sport now plays in the lives of many; it is "important to increase our understanding of which aspects justify the passions stirred up among fans" (p. 151). The authors also reinforce the idea of knowing your clientele and their needs and just how important that is in the competitive industry of sport and entertainment. MMR was used in this research to acquire knowledge from both sides of the issue. Specifically, a quantitative methodology was used to gauge the fans' expectations of the team and of the overall experience. Qualitative methods were utilized to assess the marketing plan and strategies from an executive of the NHL team in focus.

The major findings in this research revealed incompatibility between the strategic vision of the organization and the fan. *First*, the authors were surprised by the "absence of an avowed brand strategy" (Richelieu & Pons, 2005, p. 158). Strategies are important in any business plan because it implies that research and experience are responsible for the development of a direction for the organization. The *second* major finding and the "franchise's greatest problem," is the simple fact that the organization had not listened to its customers when creating/developing its brand image (p. 158). The authors discovered that recent marketing activities had been in reaction to the client's needs and not resembling anything of a proactive attempt. With a proactive attempt and a pre-existing awareness of the fans' needs, a more complete strategy can be developed for marketing and organizational performance can be elevated to please the fan – the first time.

MacPhail, Gorely, and Kirk (2003) utilized MMR to examine young people's socialization into sport and chose to focus on club sport as opposed to recreational sport or

general recreation because of the levels of competition it presents to the participant. To understand this socialization process, the authors chose to use MMR to discover the experience of participating in club sport and how young people make their way through this social world. From the qualitative perspective, this research utilized data collected from naturalistic observation including field notes and semi-structured interviews (both individual and group). Validated questionnaires focused on the motivation of young people and their involvement in sport represented the quantitative side of the mixed-method approach.

One of the main results of this multi-method inquiry involved the unintended replication of research conducted by Cote and Hay (2002) outlining a general pattern of youth socialization in sport. In this pattern, there are three groups: *sampling*, involves youth playing a lot of different sports, doing it for fun and enjoyment, competition is not involved; *specialization*, involves youth reducing their sport load and beginning to deliberately practice; and investing, youth signal "a focus on one activity and a commitment to intensive training and competitive success" (MacPhail et al., 2003, p. 258). MacPhail et al.'s (2003) study identifies these groups through their MMR. They were able to focus on the number of sports, the fun and enjoyment, and the competitiveness of youth sport with a wide range of data. This MMR expanded knowledge already brought forth about the trends in youth sport socialization and accomplished that with a depth and understanding of the topic.

While the findings of these studies are not relevant to the purpose of this research, the fashion in which the findings were discovered and analyzed are important. The use of MMR has greatly assisted these authors in their examination of their sport topics. Their research questions called for a mixed methodology and they used the proper methods to answer address their issues.

The use of MMR was also used to increase understanding (Richelieu & Pons, 2005), shed light on the cultural and sociological aspects (MacPhail, Gorely, & Kirk, 2003), and to "capture…routine and everyday activities" (p. 253) of the participants involved. These authors used MMR to its intended use and provided more awareness of this method and further knowledge for the sport community in scholarly and applied contexts.

Mixed Methods Research Application

This research utilizes MMR in a similar fashion to the previous two studies. Gaining a better understanding of the FSE, through the use of online focus groups, assists in shedding light on topics not yet discovered is an important aspect to this research. This portion of the MMR adds 1) depth to the research topic with newly constructed views and 2) validation to past research. MacPhail, Gorely, and Kirk (2003) used this MMR to capture the everyday sport activities. The current research utilized MMR to capture not only the specific everyday activities of three fantasy sport focus groups, but also the generalized opinions and attitudes of a mass public of fantasy sport users with the use of the online questionnaire. The use MMR in this research is done in order to triangulate data from multiple sources (Denzin, 1978) and capture a wide-range view of the activity and those participating in it.

QUALITATIVE METHODS

To define the experience of FSUs, this MMR utilizes two major segments in the research method tool belt. The *first*, a qualitative segment, conducts online focus groups under the approach of grounded theory. The purpose of grounded theory is "to move beyond description and to generate or discover a theory" (Creswell, 2007, p. 62-63). Uses and Gratifications, used in this research, has been a conceptual framework used when addressing fantasy sport (Farquhar &

Meeds, 2007; Spinda & Haridakis, 2008), but it was not initially designed around the use of fantasy sport; it was designed to focus on media use. With that said, Uses and Gratifications may assist, but to use an approach not created specifically for this activity would be limiting the mindset of the researcher and the possibilities of the data. Therefore, grounded theory allows for the development of ideas through the use of qualitative data collection and the validation of the Uses and Gratifications approach.

Grounded theory is broken up into two areas, systematic procedures and constructivist approach. This research will focus on the systematic procedures. The reason for approaching grounded theory from this angle is because of the emphasis on developing "a theory that explains process, action, or interaction on a topic" (Creswell, 2007, p. 64). In this procedure, open, axial, and selective coding are used to code and analyze the data. Open coding means to code the data into "major categories of information" (Creswell, 2007, p. 64). These categories are created by constantly comparing the information to other categories. If the information does not fit into a previously created category, then a definition must be modified or a new category of information is formed. Sub-categories are also created when coding the data. Axial coding then takes the categories created in open coding and "tries to make connections between [the major] categories and subcategories" (Creswell, 2007, p. 333). The final step, selective coding, involves the development of "propositions that interrelate the categories in the model or assembles a story that describes the interrelationship of categories in the model" (Creswell, 2007, p. 65). This final step is where the story comes through, it's where all the coding and analysis start to make sense and come together into major themes.

The other area of grounded theory, the constructivist approach, involves social constructivists emphasize "diverse local worlds, multiple realities, and the complexities of particular worlds, views, and actions" (Creswell, 2007, p. 65). This approach stresses flexible guidelines, a focus on the researcher's view when discussing the relationships, and a focus on the viewpoint of the participants and the method of choice (Creswell, 2007; Charmaz, 2006). This approach is useful; it is extremely interpretive and allows for the researcher's experience and interpretation to dominate the data. This research relies on the participant's view and chooses to have the researcher's experience and interpretation to take a lesser role.

Part of the reason for choosing to use qualitative methods in this segment of MMR resides in the fact that there is not an abundance of pre-established research in the field to call upon. To develop a quantitative survey solely based on a concept not related to fantasy sport (i.e. sport participation use, media use, or sport viewing behavior) does not appear to be the most appropriate way to understand the experience of participating in fantasy sport. For example, Farquhar and Meeds (2007) conducted a study examining the types of fantasy sport users and their motivations. To examine motivations, they developed scales based on sport fanship and sport fan motivation and they state that the constructs have the "potential" (Farquhar & Meeds, 2007, p. 1209) to be applied to online fantasy sport use. There is a need to have a richer and deeper study conducted from a qualitative perspective to explore the ideas, words, and experiences of the FSU and use those results to assist in future research. Uncertainty about scales is the driving force behind using qualitative methods to understand the participants in this research. The qualitative portion of this research uses online focus groups to assist in the creation or new scales and the modification, or alteration of pre-established scale items.

Online Focus Groups

Online focus groups were utilized to examine the experience and motivations of FSUs. Most communication in fantasy sport is computer-mediated. Some of the advantages of using the online focus group format, as opposed to a traditional in-person focus group, are that the participants can be questioned over a longer period of time, larger numbers of participants can be obtained, and more intense discussion can occur due to the fact it would not be a face-to-face discussion (Creswell, 2007). The intensity may rise because people are not afraid to present an opposing opinion or comment on another person's response. Some of the disadvantages to this approach involve recruitment, time to meet, and informed consent issues. Other disadvantages would be as a result of not being face-to-face. With face-to-face discussion, a better understanding of the participants' comments is gathered with facial expressions, body movements, tone of voice, the rhythm of the responses, and other communication aspects. Being online and only viewing text, these nonverbal aspects of communication will not be present.

There are two different types of online focus groups. Stewart and Williams (2005) describe the differences as "the temporal divide" (p. 402). The two groups are named Synchronous and Asynchronous. Synchronous online focus groups are completed in real time with the participants meeting in an online forum and having a discussion on the topic or question brought forth by the mediator. Asynchronous is a form of online focus group that proposes a question through an email, message board, or listserv and responses are sent back to the mediator or posted to a message board at the convenience of the participant. In a comparison of the two types, Stewart and Williams (2005) state:

> Asynchronous forms of communication, such as email and newsgroups, allow considered responses that are usually lengthier and more measured than those in a synchronous communication medium. Synchronous discussions are more chaotic and fast moving, and more resonant of face-to-face conversation. (p. 402-403)

The authors go on to say that most market research using online focus groups tend to use the asynchronous form to allow due to the reasons listed above. With fantasy sport and message board activities utilizing computer-mediated communication functions, this research uses asynchronous online focus group format, in a message board format, to allow the participants ample time to respond to the question and allow the participants the opportunity to see other responses and comment on those as well. Allowing the participant to have adequate time is important. The importance lies in the ability of the participant to have ample time to measure their attitude, sort through their opinion, read other responses, and respond effectively. The tradeoff for using a message board as the primary tool for collection, as opposed to a tool that is synchronous, is not having the dialogue go back and forth as a chat room format would allow. This may close off some possible discussion points due to the fact that minimal communication may be taking place between participants.

Dialogical Data

Online or off, focus groups are designed to gather information and personal reflection from people. These two forms of data collection produce dialogical data. Carspecken (1996) defines and discusses the following in regards to dialogical data:

> Dialogical data is generated through dialogues between researcher and researched that are rarely naturalistic. Subjects will often talk during interviews in ways they seldom talk in

> everyday life. Why? Because very often people are not listened to as intently as the research listens to them, taken as seriously as the researcher takes them, and supported in the exploration of their feelings and life as much as a skilled researcher will support them. (p. 154)

Dialogical data is important in this case because the voice of the participant is not a voice that is strong in the research community. This voice will present new ideas not only useful to academic work but also applied organizations.

Part I Methods

Part I Participants

The participants for this research are comprised of adult fantasy sport participants from multiple areas within the United States. The participants were selected using a purposive and theoretical sampling. Purposive sampling is the act of choosing "particular subjects to include because they are believed to facilitate the expansion of the developing theory" (Bogdan & Biklen, 2007, p. 73). Theoretical sampling is the act of choosing participants that can "contribute to building the opening and axial coding of the theory" (Creswell, 2007, p. 128; Strauss & Corbin, 1998). The participants had all previously completed fantasy sport research and indicated a willingness to participate in future fantasy sport research. The participants were contacted, informed, and asked to participate via email.

Part I Procedure

The data collection procedure for the online focus groups was systematic and orderly. *First*, an online blog was created using free software and hosting through the blog site, wordpress.com. A blog is a Web-based form of communication in which a people can share

thoughts about a particular topic, issue, question, or commentary. Blogger, a blog hosting Web site, defines blogs as:

> A personal diary. A daily pulpit. A collaborative space. A political soapbox. A breaking-news outlet. A collection of links. Your own private thoughts. Memos to the world. [A] blog is whatever you want it to be. There are millions of them, in all shapes and sizes, and there are no real rules. In simple terms, a blog is a web site, where you write stuff on an ongoing basis. New stuff shows up at the top, so your visitors can read what's new. Then they comment on it or link to it or email you. Or not. ("What is a blog," 2010, ¶ 1).

The blogs used for this research would serve as a home to the online focus group discussion. The topics of the day were the inquiries set forth by the moderator and the comments to the topic were the participants' responses to the inquiries.

The *second* step consisted of the participants being recruited and invited using e-mail invitation. Upon IRB approval (Item 3 in Appendix C) and their acceptance, the focus groups were formed with the idea in mind to keep the groups ideally consisting of seven to ten participants (Bogdan & Biklen, 2007). *Third*, through e-mail, the nature of the study, the instructions of the focus group, the timeline, and the location of the focus group were provided. *Fourth*, the focus group began by posting a question through e-mail and on the blog site in the morning of the first day. The participants were asked to respond to the question within 24 hours of the posting using the same pseudonym with every response. They were also encouraged to respond to each other's postings to create a discussion style format. *Fifth*, more questions were posted on subsequent days to inquire further about the topic. See Item 1 in Appendix B for complete list of questions asked to each group. This process took five days to complete. *Sixth*,

the session closed with an e-mail expressing appreciation and gratitude. This process was completed in this fashion for three focus groups. The reason for stopping at three was because redundancy or saturation of the data had been reached (Creswell, 2007).

Part I Analysis

An analysis of the data was conducted during the discussion and as each focus group ended. This allowed the moderator to delve further based on the comments of a focus group and seek out more information as the current focus group progressed or for new focus groups. No transcription was necessary due to the format of the data collection (participants typing the responses) but some organizing of the responses took place prior to the analysis (i.e. copy and pasting from blog to word-processing software). The analysis consisted of coding the texts in open, axial, and selective coding structure. As previously mentioned, open coding consists of looking for themes within the responses and texts of the participants and "segmenting them into categories of information" (Creswell, 2007, p. 239-240). Axial coding looks for the themes about a phenomenon shared between multiple texts. Finally, selective coding "takes the central phenomenon and systematically relates it to other categories, validating the relationships and filling in categories that need further refinement and developments (p. 240; Strauss & Corbin, 1990). Chapter IV will discuss the findings of these focus groups.

Quantitative Methods

The ***second*** major segment of this MMR in this research takes the data revealed and gathered in the first segment and tests it across a number of participants. This is accomplished using an online questionnaire format. This quantitative portion of the mixed methods approach aims at adding scale items to pre-established scale items in efforts to judge motivations of

fantasy sport motivations, factors of participation, and the overall experience. The goal in creating these additional scale items is to accurately measure fantasy sport activities across a large number of users and to provide other researchers with a scale applicable to the participation of these activities. The ability to generalize to a population, with just a small sample, is one of the useful aspects of quantitative survey research. Bryman (1988) states:

> The survey's capacity for generating quantifiable data on large numbers of people who are known to be representative of a wider population in order to test theories or hypotheses has been viewed by many practitioners as a means of capturing many of the ingredients of a science. (p. 11)

Capturing the impression and viewpoint of a representative sample is the reason for choosing to design and conduct a questionnaire or survey in this research.

Part II Methods

Part II Participants

The participants for this portion of the research, the quantitative online questionnaire, are comprised of adult fantasy sport participants. Upon IRB approval (Item 4 in Appendix C), the participants were nationally recruited from academic listservs and sport and fantasy sport message boards. The participant selection was purposive and a snowball selection. The participants were asked to forward the research invitation to other participants consisting of other league members, family, friends, coworkers, or students.

Part II Instrument

To address the research questions, an online questionnaire was created and distributed to FSUs. The questionnaire was created using SPSS MR Dimensionet software. The University of

Tennessee hosted the online questionnaire. To specifically address the motivational aspects of fantasy sport, scale items were developed based on literature focusing on fantasy sport motivations (Farquhar & Meeds, 2007; Spinda & Haridakis, 2008), online sport consumption (Hur, Ko, & Valacich, 2007; Seo & Green, 2008), and data collected through the Part I online focus groups.

The motivational variables scale items were prefaced with the statement: I participate in fantasy sport because… The participants were asked to identify their level of agreement or disagreement to the statements on a 7-Point Likert scale anchored by 1= Strongly Disagree and 7=Strongly Agree. The following variables measured the motivational aspects of fantasy sport participation. Ownership utilized six total items from prior research (Spinda & Haridakis, 2008) with one item developed based on findings in Part I. Achievement/self-esteem utilized three items from prior research (Spinda & Haridakis, 2008). Information gathering/surveillance utilized seven total items from prior research (Seo & Green, 2008; Hur, Ko, & Valacich, 2007) and items developed based on findings in Part I. Entertainment utilized four total scale items based on prior research (Seo & Green, 2008) with one of those items developed based on findings in Part I. Interpersonal communication/social utilized eight total scale items from prior research (Hur, Ko, & Valacich, 2007; Seo & Green, 2008; Spinda & Haridakis, 2008) and items developed based on findings in Part I. Escape utilized four scale items based on prior research (Hur, Ko, & Valacich, 2007; Seo & Green, 2008). Pass time, Fanship, Fan Expression each utilized three items from prior research (Seo & Green, 2008). Competition utilized four scale items developed based on findings in Part I. Lastly, Arousal utilized three items based on prior research (Wann, 1995).

Other concepts were also addressed in this research. Market mavenism was measured utilizing six scale items from prior research (Feick & Price, 1987; Walsh, Gwinner, & Swanson, 2004). A new concept introduced in this research, referred to as Schwabism, was measured utilizing seven scale items, based on the measurement of Mavenism, constructed for the purposes of this research. Another concept examined the idea of fantasy sport acting as an agent for social interaction. This concept was measured utilizing five scale items developed based on findings in Part I.

Participants were asked about current and previous sport participation by indicating their highest competitive level of organized sport and whether or not they currently compete in a recreational sport. Participants were also asked to identify if they use message boards to assist in their FSE. With this inquiry, they were asked to identify how often they utilize message boards and give reasons as to why they do or do not use message boards with this activity. Media usage was also measured in this research by asking the participants to indicate the decreased or increased usage of a particular media outlet (Internet, television, radio, magazines, or newspapers) since beginning fantasy sport participation. These items were measured on a 7-Point semantic differential scale with options of greatly decreased usage, decreased usage, slightly decreased usage, no change in usage, slightly increased usage, increased usage, greatly increased usage.

Lastly, participants were asked to provide demographic information including gender, age, ethnicity, marital/household status, children, household income, education, and zip code. Participants also provided responses to fantasy sport identifiers including the fantasy sport(s) currently participating in, favorite fantasy sport, number of leagues involved in per year, hours

per week dedicated to fantasy sport, and number of years participating in the activity. The participants were asked to rate their overall satisfaction utilizing three scale items and future intent to participate in fantasy sport utilizing three scale items. The items of overall satisfaction and future intentions were newly constructed for the purposes of this research and measured on a 7-Point Likert scale anchored by 1=Strongly Disagree and 7=Strongly Agree. See Item 2 in Appendix B to view online questionnaire instrument and Table 3 in Appendix A for initial scale items with citations.

Part II Procedure

The invitation to participate was either sent via e-mail to multiple national listservs or posted on national sport or fantasy sport message boards. Readers were informed of the purpose of the study and asked to participate. If willing to participate in the research, the readers were then asked to click the online questionnaire link or copy and paste the link into their Web address bar. Once on the first page and after reading through the introduction, readers signified their consent by advancing to the following screen. After completing the questionnaire, participants were thanked for their input and time. As incentive to participate, the readers were offered a chance to win one of two $50 cash prizes in a drawing. They were informed that they would have to provide a valid email address to be eligible for the drawing and had the choice not to enter the drawing. They were also assured their e-mail would not be used beyond the purposes of this current research.

Part II Preliminary Analysis

PASWStatistics (SPSS) 18.0 was used to analyze the quantitative data in this research. Preliminary analysis of the scale items follows a three-step approach. *First*, a test for

unidimensionality is conducted by testing the correlation coefficient. Any items not correlating above 0.30 are dropped from the analysis (De Vaus, 2002). *Second*, a test for reliability is administered and the Cronbach's alpha coefficient will determine the reliability of the scale items of a projected factor. If the alpha level is below 0.70, then unreliable items are dropped from the analysis (De Vaus, 2002). *Thirdly*, an exploratory factor analysis (EFA) is conducted to reduce the number of variables or scale items to single factors. An EFA was conducted on all motivations with scale items that were newly constructed, combined efforts of prior research, or if items were developed based on qualitative findings in Part I. An EFA was also conducted on other newly constructed items consisting of variables measuring 1) fantasy sport as a social agent and concepts of 2) Schwabism and 3) Mavenism.

Prior research provided many of the scale items. The authors of these research studies provided an explanation of the appropriate ways to statistically join each of the scale items as factors. All prior research combined the scale items for a factor and averaged out the means to determine the factor score (Hur, Ko, & Valacich, 2007; Seo & Green, 2008; Spinda & Haridakis, 2008; Wann, 1995).

Part II Research Question Analysis

The research questions were addressed using descriptive and frequency analyses along with statistical procedures consisting of correlation tests, reliability analysis, multivariate analysis of variance (MANOVA), linear regression (stepwise), and exploratory factor analysis. Each research question will address the statistical procedure with the results in the next chapter.

Part II Limitations

There are several limitations to this research. The first limitation is the selection of participants. The purposive selection only targeted fantasy sport participants and therefore is not representative of the general population. Targeting only fantasy sport participants also restricts further analyses of those not participating in fantasy sport. More analysis could have taken place on why people don't participate with data from non-fantasy sport participants. Another issue of sample selection involved the people who may not have been exposed to the survey. This research recruited participants on many sport message boards. The message board focused on general sport conversation and individual sports of: football, baseball, basketball, hockey, auto racing, golf, college football, and college basketball. With this approach, the invitation may have excluded some of the participants in fantasy sports covering a niche or non-mainstream sport. Recruitment on academic listservs was also conducted in efforts to gather a national sample. This may have skewed the data to indicate a more educated and message board friendly sample.

A third limitation involves scale development. When creating the online questionnaire, one item was not included, left out, and not measured in one of the factors and therefore the construct was deemed weak with only two scale items. This item was not used in the analysis. Another issue with scale development involved Schwabism. The scale items for Schwabism were created for identification of Schwabism and not created to measure Schwabism as a motivation. If worded differently, this could have added a new dimension to the motivational research in this research.

A final limitation to this study is the fact that it is loaded with ideas and information. A simpler study may have allowed for a more in-depth discussion and analysis of a concept or issue.

CHAPTER IV: RESULTS

The results for this research are divided into two segments. The first segment presents the major themes (italicized) discovered through the use of the Part I qualitative online focus group. These themes represent why people participate in fantasy sport (initially and continued participation). Direct quotations will be given in support of the emerged themes. To protect the identity of the participant, indication of the focus group number and participant number will identify each quotation. The second segment reports the analyses and data measured in Part II using an online quantitative questionnaire. These data address demographic information (personal, fantasy sport, and other) about the participants, their motivations to participate in fantasy sport, and factors associated with fantasy sport participation. Specifically, the first research question will link the motivations addressed in Part I and in prior research.

Part I – Online Focus Groups

Participants

The participants for the online focus groups consisted of 24 adult fantasy sport users. Each group was comprised of eight individuals. All groups combined resembled the population of fantasy sport users. The sample was made up of a majority of males (96%), Caucasians (100%), average age of 27.8 (SD=9.0), average fantasy sport experience of 6.9 (SD=5.3) years, and from multiple areas within the United States (Florida, Indiana, Kentucky, Maryland, Ohio, and Tennessee).

Theme One – Socializing

Many comments came forth discussing social interaction aspects when asked about initial engagement with fantasy sport. Overwhelmingly, people shared the socializing aspects as to why

and how they first started in fantasy sport. Participants mentioned family, friends, a church group, and roommates as people who invited them into the activity. One response reads,

> I first heard about fantasy sports baseball through my grown sons. They kept hounding me to join…they promised me I would once again enjoy [professional] baseball, so I finally joined the next year out of curiosity and as a way to have fun with the "boys" now that they were older. (FG2-1)

Another participant stated, "I heard about fantasy football through my mom of all people. She used to participate with a work group long ago…One year when I was in middle school we had a team together" (FG3-7). The discussion of the socializing aspects of fantasy sport mainly revolved around being asked to join or invited by a group, family member, or friends. None of the participants mentioned joining a league of strangers or exploring the activity solely by themselves.

Another area where Socializing emerged was when participants were asked to identify major aspects of fantasy sport drawing them to continue their participation. In response to this inquiry, one participant stated,

> I am drawn to participate in fantasy sports primarily because of the social aspects. Fantasy sports provide a forum for me to stay in touch, mostly with friends who live in other states. It's a great way to stay connected, but it also provides a good reason to call up that old friend and talk about the league and catch up on each other's lives. (FG1-5)

Other responses focused on the socializing aspects of the activity state "camaraderie" (FG1-3) and the "social interaction" (FG2-1) as aspects influencing continued participation.

Socializing even emerged when asking the participants specifically about competition. Social interaction categories of bragging, trash talking, and overall interaction with friends, family, and coworkers. Competition was the topic, but socially sharing the anticipation of the matchup or the results of a match up with people was a major part of what emerged from the responses. In example, one participant response states,

> Trash talk is a huge part of my fantasy sport experience. From being huddled around a laptop to check someone's team before class to lunch conversation, smack talk plays a big role in fantasy sport. It is about being able to find that obscure kicker or pitcher and telling your friends you knew he would be good all along. (FG2-7)

Another participant responded about how trash talking is welcomed, even if it is not the cleanest discussion. "Trash is most definitely a part of the fantasy experience. I love it. It never stops. Our drafts get littered with filthy messages about each other among various other personal remarks" (FG2-6). Another respondent discusses this kind of conversation with family and friends as being the biggest part of the fantasy sport experience. "In my leagues with family and friends, trash talk is the biggest part…Trash talk is always fun around people you know, especially when you're doing the trash talking" (FG2-5).

Other participants spoke about the social interaction of competing with friends. One participant states "I always play with friends because it makes it so much more exciting when you know everyone and see them on a regular basis" (FG2-8). Another participant stated that competition was "driven by the league and its members" stating that playing with friends was a "big deal" because of bragging rights (FG2-7). Another response for reads, "I think that it's the human competitive nature that generates the social interaction as much of it is boasting that my

team will beat yours" (FG1-7). Another participant mentioned a preference of participating with people they know so discussion about the week of competition may occur. The response reads, "I prefer playing with friend and talking to them about it in real life after I beat them/lose to them" (FG1-3).

A final area supporting Socializing as a motivational theme addresses fantasy sport, the activity, as an agent for social interaction. Many of the respondents discussed fantasy sport as a means to interact through message boards, the draft, chats, and as a private, free, and simple environment. One participant states,

> Friends and acquaintances who participate in fantasy sport develop such a passion and an addiction for it, that every time they meet up with other participants it becomes the topic of conversation. The beauty of it is that the other participants don't even have to be in your league. I find myself discussing fantasy sport with those in other league all the time." (FG2-8)

Another participant states that the social interaction "is in a closed environment, it's your own outlet. Like a club setting nobody else knows anything [about]" (FG2-5).

Theme Two – Competition

The next theme stemming from the participant responses is titled *Competition*. When asked about initial participation in fantasy sport winning and dominating were areas focused on competition. One response reads, "They convinced me to join their fantasy basketball league, which I dominated" (FG2-6). Another response stated, "I wanted to join it because I enjoy sports and I am a huge competition junkie and wanted to beat my friends every week" (FG3-3). The chance of winning money was also a factor while competing in fantasy sport. One participant

states that he enjoys competing with others and also “liked the prospect of winning a little money” (FG2-2). Another response states that an enjoyable area of fantasy sport is “winning the league, especially if money is involved” (FG2-7). Another participant states, “Winning a $300 pot can certainly motivate someone to participate and pay attention to their team” (FG2-3). Bragging rights is another area within this competition theme. One participant states that he enjoys bragging “about being a better drafter than the other guys” (FG1-7).

The participants also discussed competitive aspects of fantasy sport when addressing their continued involvement. One participant states, “Participating allows me to use my skills in sports to become a top competitor every year” (FG2-5). Another participant labels competition as “the biggest draw” (FG3-3).

There are many positive aspects to the competitiveness theme but many participants addressed this theme as having the potential to be a negative trait of fantasy sport users. Participants viewed being too competitive and too serious as an issue with some fantasy participants. One response reads,

> A negative about fantasy sports are people who take it too seriously. At the end of the day it is a fun thing to do and you can make so many moves but it is out of your hands – what happens on the field. I wish more fantasy players that I interact with [would think] that way, but it is still competition and people that are really into sports are usually very competitive. (FG2-7)

Another part of competitiveness is the arousal from a loss. One participant stated that it “ruins” (FG3-7) his day when he loses.

Theme Three – Surveillance

A third motivational theme based on fantasy sport participation focuses on *surveillance* of statistics and players. Surveillance can range from an increased viewing of games, reading fantasy sport articles, to searching for information on players, teams, statistics, injury reports, expert advice, or just about anything pertaining to the overall FSE. One participant stated his love of sports and "keeping up with how players perform" (FG1-6) as a reason for participating in fantasy sport. When inquiring about the continued involvement in fantasy sport, this theme emerged. One respondent discusses the surveillance of his fantasy team. He states, "during the week, the best part is watching your points accumulate (or not) on Sunday afternoon/evening" (FG1-1). Another respondent states, "I get fantasy guides in advance and do research on players and teams. It makes me a more savvy NFL fan overall" (FG3-6).

Surveillance emerged when discussing the competitive nature of fantasy sport. One participant discussed finding useful free agents or a "diamond in the rough" (FG1-7) player to assist your team. Others discussed finding information that may give them an edge against the other competitors in the league. For instance, one participant states, "The main aspect of my fantasy sports competition is trying to get an edge on my competitors. I keep an open ear to try and hear tips or some analysis that would lead me to make a smart move" (FG1-5).

The Surveillance theme also encompasses a unique concept of *increased awareness*. Increased awareness discusses the amplified involvement and overall awareness of sport viewing and information seeking behavior people experience when joining a fantasy sport league. One participant states,

> I had noticed that the year before, my friends seemed to be so into the NFL every Sunday that they ended up tuning into games that they normally wouldn't care about if not for a fantasy interest. I noticed it had the same effect on me. I found myself caring about every matchup and I watched every game with an interest. (FG2-8)

Surveillance emerged to be a theme because of many of the descriptions previously mentioned. Being knowledgeable about players, news, updates, and statistics is important when sharing information, socializing about the league, or when making ownership decisions. The label of "stat junkie" (FG3-3; FG3-6) refers to a player knowing many statistics regardless of how obscure it may be. One of the participants using this term stated that these are people who think they could "stump the Schwab" (FG3-3). This quote refers to the ESPN trivia television show *Stump the Schwab* (Chapter III). Another person referring to this type of surveillance suggests that reading fantasy sport magazines "cover to cover" or quoting individual player stats" may qualify as being a stat junkie (FG3-6).

Theme Four – Ownership

The fourth theme to emerge from the online focus groups encompasses the feeling of *ownership* involved with managing/owning a team in fantasy sport. Ownership involves drafting a team and being responsible for the team that competes from week to week. This may include adding or dropping a player, picking up a free agent player, or trading players with another owner. Roster moves are one of the biggest responsibilities as a fantasy sport participant. One respondent states this about the roster moves, "During the week, I like to look at the projections and make determinations about who to play and who [to] bench. I like to see how it actually plays out" (FG3-6). Another participant response reads,

> Most enjoyable is the week-to-week scheduling of players. Trying to get that right pick at the right time and the excitement and disappointment of picking their right or wrong guy. Working out trades is fun trying to get a better player with out giving up too much. (FG1-7)

Another participant states, "During the week I love to monitor rosters…figure out what combination of players is going to be the best for my team" (FG1-6). One participant states his enjoyment or ownership during the entire season by stating, "The whole season is fun – preparing for the draft, holding the draft, trading players, finding the 'hidden gem' that people don't know about, and making the late push for the playoffs" (FG3-2).

Part II – Online Questionnaire

Part II Participants

A national purposive sample of 322 FSUs completed the online questionnaire. The sample is nationally represented with participants residing in 48 out of 50 United States (Hawaii and South Dakota not represented). The sample consisted of predominantly men (n= 292, 90.7%). The racial breakdown of this sample indicates a majority of users as Caucasian (n= 286, 88.8%) followed by users who identify as Asian (n=18, 5.6%), Multi-Ethnicity (n=9, 2.8%), Hispanic (n=6, 1.9%), and African-American (n=2, 0.6%). Most of the users indicated being married or having a partner (n=165, 51.2%) followed by those who identified as being single (n=139, 43.2%). A majority (n=203, 63.0%) of the participants do not have children under the age of 17 residing within their household. The average household income was indicated as $70,880 with the majority of participants (n=215, 66.8%) indicating a completed education level

of a college and/or graduate degree. For a complete list of demographic information, see Table 4 in Appendix A.

A total of 710 login entries were compiled in the data for Part II. This results in a 45.4% of logins ending in completion of the questionnaire and 54.7% of logins ending in non-completion. This figure does not necessarily mean that 710 *different people* logged on. Logging on only consists of clicking the active link and being directed to the survey site. Some people could have started the survey, got distracted while taking the survey, or just wanted to check it out, and this resulted in a non-response. Some of the non-responders could, in fact, be responders that did not complete the questionnaire when logging on a previous time. Even with this possibility, data was compiled and procedures were administered to address non-response bias. As mentioned, 388 login entries did not complete the questionnaire. Only 89 of the 388 completed the first page of the online survey. This means that 299 (42.11% of the entire sample) did not even advance past the introduction stage. The rate of non-completion fell with each additional survey page.

Analyzing non-response or non-completion bias was conducted by comparing early respondents to late respondents (Armstrong & Overton, 1977; Ganesan & Wietz, 1996). Armstrong and Overton (1977) discuss many extrapolation methods to address non-response bias comparing the first responders to the people who are considered "less ready" (p. 397). Their research defines less ready people as those who may need "more prodding to answer" (p. 397). Armstrong and Overton's (1977) research also states that participants responding to the survey instrument later are "assumed to be more similar to non-respondents" (p. 397). One of the ways

to measure this is to determine when people completed the questionnaire and separate the respondents into groups based on time trends of successful complete of the questionnaire.

Respondents were separated in to first responders and late responders. First and late responders were defined as those that responded prior to the first set of stimulus reminder e-mails or message board updates and those that responded after the prodding. The first responders consisted of 185 participants (57.5%) with the late responders consisting of 137 participants (42.6%). These groups were compared on the measured fantasy sport motivations. The results from a MANOVA suggest that these two groups are not significantly different on any of the motivations (Wilks' $\Lambda = 0.497$). Further, the groups were found to not be significantly different when comparing overall satisfaction and future intentions (Wilks' $\Lambda = .037$ with Bonferonni's adjusted $p < 0.025$) and the demographic variables of age, household children under 17, and household income (Wilks' $\Lambda = 0.062$ with Bonferonni's adjusted $p < 0.025$).

Participants' Fantasy Sport and General Sport Participation

The average participant has been involved in fantasy sport for 7.2 (SD=5.4), is involved in 5.9 (SD=7.8) fantasy sport leagues per year, and spends 7.9 (SD=7.6) hours per week devoted to fantasy sport. Participants indicated the fantasy sport(s) they participate in and Professional Football (NFL) led the participation numbers with 273 (84.8%) users followed by professional baseball (MLB) with 171 users (53.1%), professional basketball (NBA) with 116 users (36.0%), and professional hockey (NHL) with 74 users (23.0%). For a complete list of fantasy sport information, please see Table 5 in Appendix A. Also see Figure 1 in Appendix B for chart of sport of focus in participation and favorite fantasy sport.

Other demographic information was measured focusing on message board use in the fantasy sport experience. A majority of the participants indicated a use of message boards (n=200, 62.1%). Participants were also asked whether or not they currently compete in a recreational sport. A majority do currently compete (n=191, 59.3%). Finally, the participants were asked to identify their highest level of organized sport competed in. A majority indicated high school sport as the highest level of organized sport (n=161, 50.0%). See Table 5 in Appendix A for complete results.

Scale Creation & Measurement

Examining the scales for each of the factors was addressed in a three-step process (See Chapter III) utilizing correlations, reliability, and exploratory factor analysis. Separate exploratory factor analyses were conducted on 1) newly constructed or altered factor motivational scale items and 2) items of Mavenism, Schwabism, and fantasy sport as a Social Agent. The following paragraphs will discuss each of the scales and the progression through these three steps.

Motivations to participate in fantasy sport are the main factors presented in this research. Originally, 12 factors were researched and scale items were constructed to address each. The items for Ownership originally consisted of six items (five items from Spinda & Haridakis, 2008 and one item Part I focus group). The correlation matrix revealed the added item from Part I's focus group correlating very low with the other Ownership items (under .20 for two items). Additionally, removing this item increased reliability 0.15. The item was removed from analysis. The reliability of the remaining five items was measured at a satisfactory alpha level (α=0.855).

Since the remaining five items had been tested in previous research, an EFA was not administered.

The items for Achievement/Self-Esteem consist of three items tested in prior research (Spinda & Haridakis, 2008). The correlation matrix revealed positive correlations for all items above 0.377. Reliability was measured at a satisfactory alpha level (α=0.736). Since the three items had been tested in previous research, an EFA was not administered. The items for Surveillance originally consisted of seven items (two items from Seo & Green, 2008; two items from Hur, Ko, & Valacich, 2007; and three items from Part I's focus group). The items correlated very well with one another at 0.482 and had a satisfactory reliability measurement (α=0.930). The EFA confirmed these seven items as a factor with factor loadings together and all above 0.732.

The items for Entertainment originally consisted of four items (three items from Seo & Green, 2008 and one item from Part I's focus group). The items correlated well with one another above 0.478 and had an acceptable reliability measurement (α=0.836). The EFA measurement, however, did not indicate a strong factor for these scale items. All the scale items loaded above 0.32 across two or more components. These items were eliminated from analysis per Costello and Osborne (2005), who advised dropping cross-loading items "if there are several adequate to strong loaders (0.50 or better) on each factor" (p. 4). In this case, these factors did cross load over several components with established strong loaders already on the component. All scale items for Entertainment were removed from the analysis.

The items for Socializing originally consisted of eight items (one item from Seo & Green, 2008; two items Spinda & Haridakis, 2008; three items from Hur, Ko, & Valacich, 2007; and

two from Part I's focus group). The correlation matrix revealed that one item from Part I's focus group correlating very low with the other Socializing items (one item under .30). Additionally, removing this item increased reliability 0.08. The item was removed from analysis. The remaining seven scale items measured reliability at an acceptable level (α=0.890). Since the remaining items were from different sources, they were included in an EFA. The EFA analysis revealed the seven Socializing items loading as two components or factors; sharing one cross loading item. This shared item was eliminated from analysis due to it loading above 0.32 on multiple components (Costello & Osborne, 2005). Socializing factor one, now labeled Camaraderie, contains three items from three sources (Seo & Green, 2008; Spinda & Haridakis, 2008, & Part I's focus group). These items correlate above 0.574 and have a reliability alpha score of 0.822. Socializing factor two, now labeled Sport Social, contains three items from one source (Hur, Ko, & Valacich, 2007). These items correlate above 0.661 and have a reliability alpha score of 0.869.

The items for Escape originally consisted of four items (three items from Seo & Green, 2008 and one item from Hur, Ko, & Valacich, 2007). The correlation matrix revealed that one item from Seo & Green (2008) correlating very low with the other Escape items (two item under .30). Additionally, removing this item increased reliability 0.68. The item was removed from analysis. The remaining three scale items had a satisfactory reliability alpha level (α=0.814). Since the remaining items were from different sources, they were included in an EFA. The EFA confirmed these three items as a factor with factor loadings together and all above 0.773.

The items for Pass Time consist of three items tested in prior research (Seo & Green, 2008). The correlation matrix revealed positive correlations for all items above 0.559. Reliability

was measured at an acceptable alpha level (α=0.829). The items for Fanship consist of three items tested in prior research (Seo & Green, 2008). The correlation matrix revealed positive correlations for all items above 0.568. Reliability was measured at a satisfactory alpha level (α=0.847). The items for Fan Expression consist of three items tested in prior research (Seo & Green, 2008). The correlation matrix revealed positive correlations for all items above 0.470. Reliability was measured at an acceptable alpha level (α=0.764).

The items for Competition consist of four newly constructed items (Part I focus groups). The correlation matrix revealed positive correlations for all items above 0.483. Reliability was measured at an acceptable alpha level (α=0.852). Since the items were newly constructed, they were included in an EFA. The EFA confirmed these four items as a factor with factor loadings together and all above 0.667. The items for Arousal consist of three items tested in prior research (Wann, 1995). The correlation matrix revealed positive correlations for all items above 0.518. Reliability was measured at an acceptable alpha level (α=0.798). See Table 6 in Appendix A for complete list of updated motivation factors and scale items used for this analysis.

An exploratory factor analysis was conducted for other items measuring Mavenism, Schwabism, and fantasy sport as a Social Agent. Schwabism is theoretically founded on many of the same principals of Mavenism. Therefore, it is expected that many of the items for these two areas will load together. Costello and Osborne (2005) state that the researcher has the ability to decide whether to use or discard cross loading items. In this procedure, many of the cross loading items were kept due to the fact that these are three separate measurements. These factors undergo separate measurements and are not analyzed together, unlike the motivations, which are examined an analyzed in the same statistical procedures.

This EFA produced three components; each set of scale items loaded to a discrete factor. All six Mavenism items loaded together with a minimum factor loading of 0.566. Two items loaded above 0.32 on the component of Social Agent. These loadings were small and not in the main group of items for the component of Social Agent and were kept in the analysis. The overall correlations of the items was at least 0.411 and the reliability of all the items was high (α=0.922). The Social Agent component loaded four items (fifth item eliminated because of a correlation below 0.30) with a minimum factor loading of 0.638. One item loaded onto the Mavenism score at a 0.335, but was retained for further analysis due to a low loading and the sudden decrease in the factor loadings chart (See Table 7 in Appendix A). The overall correlations of these items was at least 0.507. The reliability of the four items was measured at a satisfactory alpha level (α=0.868). The Schwabism component loaded all seven items with the lowest loading at 0.425. This item loaded high on a Mavenism component (0.728), but was retained in the analysis due to the fact that Schwabism is in an exploratory state and is an extension of Mavenism and closely related to Mavenism items. Overall, the correlations for these items were at least 0.353 with an acceptable reliability alpha level (α=0.894).

Research Question Analysis and Results

Research Question One

RQ1 focused on the motivations of fantasy sport participants. To address the overall motivations of the participants, the descriptive factor scores were ranked from high to low means. The motivations for participation in fantasy sport were ranked based on mean scores measured on a 7-point Likert-type scale (1 representing strongly disagree, 4 representing neutral or unsure, 7 representing strongly agree). The top three factor motivations scores rank as follows:

Fanship (M=6.1; SD=1.2), Competition (M=5.6; SD=1.2), and Social Sport (M=5.5; SD=1.4). The lowest three factor scores were: Fan Expression (M=4.8; SD=1.3), Ownership (M=4.6; SD=1.4), and Escape (M=4.4; SD=1.5). Please see Table 8 in Appendix A for complete list.

Research Question 2a

RQ2a examined the relationship of the motivations of fantasy sport participation and overall satisfaction in fantasy sport. Motivation factors of Competition, Achievement, Surveillance, and Escape had a significant relationship with overall satisfaction. A stepwise linear regression indicated the four motivating factors, with the significant relationship, accounting for 28.9% of total variance (R= 0.545, R^2= 0.298, Adjusted R^2= 0.289). Standardized coefficient data show the Competition (β= 0.286) factor with a higher beta weight than that of Achievement (β= 0.213), Surveillance (β= 0.195), and Escape (β= -0.123). The excluded variables are listed in Table 9 in Appendix A.

Research Question 2b

RQ2b examined the relationship of the motivations of fantasy sport participation and future intentions as it relates to continued participation in fantasy sport. Motivation factors of Competition and Camaraderie had a significant relationship with future intentions. A stepwise multiple regression indicated the two primary factors accounting for 21.9% of total variance (R= 0.473, R^2= 0.224, Adjusted R^2= 0.219). Standardized coefficient data show Competition (β= 0.385) factor with a higher beta weight than that of Camaraderie (β= 0.160). The excluded variables are listed in Table 10 in Appendix A.

Research Question 3a

RQ3a examined if motivational differences exist between fantasy sport users with varying levels of sport participation. No significant motivational differences were found between participants with varying levels of completed competition and no significant differences were found between people who do and do not currently compete in a recreational sport. A MANOVA was conducted with the 11 motivations as the dependent variables and categories of sport participation as the fixed factors. The first fixed factor used the categories of current participation in a recreational sport (yes or no). The second fixed factor used categories of highest sport participation level (youth/high school/recreation sport as group one and collegiate/professional/Olympic sport as group two). The MANOVA revealed no significant differences within the sport recreation categories (Wilks' $\Lambda = 0.664$) and within the categories of highest sport participation level (Wilks' $\Lambda = 0.014$). This analysis utilized Bonferonni's correction of the significance level and both were not considered significant factors at the adjusted $p<0.005$ level.

Research Question 3b

RQ3b examined if overall satisfaction or future intentions associated with fantasy sport participation differ between participants with varying levels of sport participation. Results indicate no differences in overall satisfaction or future intentions between varying sport participation levels. A MANOVA was conducted with overall satisfaction and future intentions factors as dependent variables and categories of sport participation as the fixed factors. The first fixed factor used the categories of current participation in a recreational sport (yes or no). The second fixed factor used categories of highest sport participation level (youth/high school/recreation sport as group one and collegiate/professional/Olympic sport as group two).

The initial multivariate tests indicated no significant differences within the sport recreation categories (Wilks' $\Lambda = 0.049$) and within the categories of highest sport participation level (Wilks' $\Lambda = 0.111$). This analysis utilized Bonferonni's correction of the significance level and both were not considered significant factors at the adjusted $p<0.025$ level.

Research Question 4a

RQ4a examined if motivational differences exist between fantasy sport users who do or do not use message boards to assist in their fantasy sport experience. The results do not indicate any motivational differences between message board and non-message board users. A MANOVA was conducted with the 11 motivations as the dependent variables and categories of message board use (yes and no) as the fixed factors. The initial multivariate tests indicated no significant differences within the message board use categories (Wilks' $\Lambda = 0.198$) at the Bonferonni's adjusted $p<0.005$ level.

Research Question 4b

RQ4b examined if overall satisfaction and future intentions associated with fantasy sport differ between fantasy sport users who do or do not use message boards to assist in their fantasy sport experience. Mean scores indicated higher overall satisfaction and future intention scores for message board users. The results indicated significant differences in both overall satisfaction and future intentions between these two groups. The MANOVA was conducted with the factors of overall satisfaction and future intentions as the dependent variables and categories of message board use (yes and no) as the fixed factors. The initial multivariate tests indicated significant differences within the message board use categories (Wilks' $\Lambda = 0.012$) at the Bonferonni's adjusted $p<0.025$ level. Given the significance of the overall test, the univariate main effects

were examined. Both overall satisfaction (p=0.004) and future intentions (p=0.004) were significantly higher for message board users at the Bonferonni's adjusted p<0.025 level.

Research Question 5

Participants were asked to identify their level of agreement or disagreement with two primary measures regarding their media use and fantasy sport participation. The responses were measured using a 7-point Likert scale but categorized into three groups consisting of participants that disagreed, were neutral, or agreed with the statement. The first measured stated: "I find myself consuming more games (listening, watching, or following online) since beginning my participation in fantasy sport." A majority of the participants agreed with the statement (n=267, 82.9%) with the rest of the participants disagreeing (n=30, 9.3%), or neither agreeing nor disagreeing (n=25, 7.8%). The second measured stated: "I find myself seeking out (listening, watching, or online) more sport information (statistics, box scores, expert advice, news stories, injury updates, etc.) since beginning my participation in fantasy sport". A majority of the participants agreed with the statement (n=277, 86.0%) with the rest of the participants neither agreeing nor disagreeing, (n=26, 8.1%), or disagreeing (n=19, 5.9%). See Figure 2 in Appendix B for chart.

Frequencies and descriptive statistics were compiled to address the impact fantasy sport participation has on media use. Participants were asked to identify their level of decreased or increased usage with a particular media outlet since beginning their participation in fantasy sport. The responses were measured using a 7-point Likert-type scale but categorized into three groups consisting of participants indicated a decreased usage, no change in usage, and an increased usage. The media outlets of Internet, television, radio, magazine, and newspaper were analyzed.

Participants primarily indicated an increase in Internet usage (n=293, 91.0%), an increase in television usage (n=184, 57.1%), no change in radio usage (n=216, 67.1%), no change in magazine usage (n=162, 50.3%), and no change in newspaper usage (n=198, 61.5%). See Table 11 in Appendix A for complete list and Figure 3 in Appendix B for chart.

Research Questions 6a & 6b

RQ6a – RQ6c examine Mavenism and how it is associated with motivations, overall satisfaction, and future intentions of participants involved in fantasy sport. Initially measured on a 7-Point Likert-Type scale anchored by 1=Strongly Disagree and 7=Strongly Agree, the responses were recoded to a scale from -3 to +3. This was done to assist in measuring and illustrating those who do or do not identify as a Maven. The total mean for the factor of Mavenism was 0.87 (SD=1.4). This indicates that the respondents, as a whole, identify as market mavens (RQ6a). The participants were divided into two groups of Mavens (High and Low) and factor means were compiled. The groups above the overall mean were placed in the High Mavenism group (n=175) while the groups below the mean were placed in the Low Mavenism group (n=147) to better measure differences between the groups. No participant was exactly on average. These two groups include every participant when examining for high and low Mavenism. RQ6b and RQ6c questioned if differences exist between fantasy sport users with differing Mavenism classifications. MANOVAs were employed to address motivational, overall satisfaction, and future intention differences between high and low mavens.

RQ6b utilized a MANOVA analysis to determine if motivations associated with fantasy sport participation differ between varying levels of Mavenism (High and low). The means for each motivation factor increased when examining low Mavenism then focusing on high Mavenism increased in all cases (Table 12 in Appendix A) and the results indicate significant

differences among all motivational factors when comparing the two groups of mavens. The MANOVA was conducted with the 11 fantasy sport motivation factors as the dependent variables and levels of mavenism (high and low) as the fixed factor. The initial multivariate tests revealed significant differences within the levels of mavenism (Wilks' $\Lambda = 0.000$). Given the significance of the overall test, the univariate main effects were examined. All motivation factors were found to be significant (p=0.000) at the Bonferonni's adjusted $p<0.005$ level when tested for between-subjects effects (See Table 12 in Appendix A).

To address RQ6, a MANOVA analysis was used to determine if overall satisfaction and future intentions associated with fantasy sport participation differ between varying levels of market mavens. The means for overall satisfaction and future intentions increased as level of Mavenism increased in all cases (Table 13 in Appendix A) and the results indicate significant differences for overall satisfaction and future intentions when comparing these two groups. The MANOVA was conducted with the factors of overall satisfaction and future intentions as the dependent variables and levels of mavenism (high and low) as the fixed factor. The initial multivariate tests indicated significant differences within the levels of mavenism (Wilks' $\Lambda = 0.000$). Given significance in the overall test, both high and low mavenism univariate effects were examined. Both showed significant (p=0.000) differences for both overall satisfaction and future intentions. These results were analyzed at the Bonferonni's adjusted $p<0.025$ level when tested for between-subjects effects (See Table 13 in Appendix A).

Research Questions 7a-7c

RQ7a-RQ7c presents questions relating to a new concept called Schwabism and how it associates with motivations, overall satisfaction, and future intentions of participants involved in

fantasy sport. Initially measured on a 7-Point Likert scale anchored by 1=Strongly Disagree and 7=Strongly Agree, the responses were recoded to a scale from -3 to +3. This was done to assist in measuring and illustrating the existence of Schwabism in the participants. RQ7a seeks to determine to what extent does Schwabism exist among fantasy sport users. The mean for the entire factor of Schwabism was 0.01 (SD=1.5). This indicates that, as a group, Schwabism is not intensely prevalent. However, more participants (n=168) identified as having some positive Schwabism score than those with a neutral score or a negative Schwabism score.

RQ7b and RQ7c compare high and low Schwabism participants in terms of their overall motivations, overall satisfaction, and future intentions. The participants were divided into two groups of Schwabism (High and Low) and factor means were compiled. The participants above the overall Schwabism mean were placed in the High Schwabism group (n=168) while the participants below the mean were placed in the Low Schwabism group (n=154) to better measure the differences between the groups. No participant was exactly on average. Each participant was included in one of two groups for Schwabism. RQ7b and RQ7c questioned if differences exist between fantasy sport users with differing Schwabism classifications. MANOVAs were employed to address motivational, overall satisfaction, and future intention differences between high and low mavens.

RQ7b questioned if motivations associated with fantasy sport participation differ between varying levels of Schwabism (High and low). The means for each motivation factors increased when examining low Schwabism and then focusing on high Schwabism in all cases (See Table 14 in Appendix A). The results indicate significant differences for eight of the 11 motivations. The MANOVA was conducted with the 11 fantasy sport motivation factors as the dependent

variables and levels of Schwabism (high and low) as the fixed factor. The initial multivariate tests indicated significant differences within the levels of Schwabism (Wilks' Λ = 0.000). Given significance in the overall test, eight motivation factors were found to be significant (p= 0.000 to p= 0.001) at the Bonferonni's adjusted p<0.005 level when tested for between-subjects effects. Three factors of Camaraderie (p=0. 031), Fanship (p=0.011), and Pass time (p=0.007) were not significant at the adjusted significance level (See Table 14 in Appendix A).

Research Question 7c

RQ7c questioned if overall satisfaction and future intentions associated with fantasy sport participation differ between varying levels of Schwabism. The means for overall satisfaction and future intentions increased as level of Schwabism increased in both cases (Table 15 in Appendix A). The results indicate that both overall satisfaction and future intentions contain significant differences within each when comparing Schwabism groups. The MANOVA was conducted with the factors of overall satisfaction and future intentions as the dependent variables and levels of Schwabism (high and low) as the fixed factor. The initial multivariate tests indicated significant differences between the levels of Schwabism (Wilks' Λ = 0.000). Given significance in the overall test, both high and low Schwabism were examined at the univariate level. The results revealed significant (p= 0.000 to p= 0.005) differences for both overall satisfaction and future intentions. These results were analyzed at the Bonferonni's adjusted p<0.025 level when tested for between-subjects effects. Please see Table 15 in Appendix A for more information.

CHAPTER V: DISCUSSION AND CONCLUSIONS

The purpose of this research was to gain familiarity with the fantasy sport user (FSU) by developing an understanding of the motivations behind fantasy sport participation and through determining what factors are associated with fantasy sport participation; specifically involving media use, message board use, sport participation, overall satisfaction, and future intentions. The use of mixed methods consisting of qualitative online focus groups with a grounded theory approach and a quantitative online questionnaire, utilizing a Uses and Gratifications perspective, assisted in addressing the purpose of this research. Grounded theory allowed for the online focus groups to be conducted without the bias of a particular theory guiding the initial and follow up questions. Ideas emerged and formed four major themes describing the fantasy sport experience and motivation to participate. A Uses and Gratifications approach allowed for the quantitative questionnaire and research questions to be positioned in a way arguing that people participate in this activity for certain reasons (measures of motivations) and they are receiving certain gratifications from the participation (overall satisfaction and future intention measures). The analysis, measurement, and discussion revolve around this theoretical framework and concept of Uses and Gratifications.

This chapter is divided into five sections. The first section will discuss the findings and implications of the Part I online focus groups. The second section will address the demographic information and implications from this homogenous sample and population. The third section will discuss the research question results of Part II and implications for each. The fourth section will discuss implications, both practical and scholarly, brought fourth through this research. This

section will also discuss future research ideas generated from this work. Finally, the fifth section will conclude this work with a conclusion to the research.

Section One – Online Focus Groups

The purpose of conducting the online focus groups was to gather more information about the reasoning behind participation in fantasy sport. These focus groups presented this research with an in-depth perspective of the FSU. The decision to utilize this type of data collection rewarded the research with high quality responses from each of the participants. The positive and negative aspects of using an online focus group were discussed in Chapter III and for the most part, each was represented in this research. The main positive aspects of using this methodology were timeliness and thought. The participants were able to respond to the posted topic in their own time. They were able to put thought into their answer without the pressures of an in-person focus group. The responses were lengthy and full of insight.

There were a few major limitations to using online focus groups as a data collection technique. The first limitation was the fact that there was not a lot of back-and-forth banter between the participants. In an in-person focus group, conversation can easily form between the participants when discussing a topic. A participant's personal insight may lead to a thought from another participant that expands upon the original idea. The focus groups participants in this study did not directly interact with each other in the way a traditional in-person focus group would have. One participant stated agreement with an earlier post, but conversation never became a back-and-forth affair. This lack of a volleyed conversation may have kept new ideas from being brought forth or discussed. Participants were asked to read each other's comments

and it is possible that they took earlier comments into account when forming their response; it is not known whether this is the case or not.

The second limitation to using online focus groups involves moderation of the comments. Since the comments predominantly were small narratives coming from the participants, there was little need to have moderation or feedback from the moderator. In traditional in-person focus groups, the moderator is responsible for getting people to open up and share their opinion. In this case, the moderator did post subsequent topics in efforts to elaborate on prior topic ideas, but this moderation was to the group as a whole and not to individual responses. More individual moderation and probing could have allowed for more ideas to come forth about the topics.

The final limitation involves the participant selection. Participants were not asked their age, gender, racial makeup, or state of residence until after the procedure. It was revealed that all the participants were Caucasian and with the exception of one, all were male. Obtaining participants was not administered based on race or gender, but a diverse group would have added to the findings.

The results from the online focus groups are beneficial and valuable to this research despite the limitations mentioned. The analysis of the participants' responses revealed four major themes associated with fantasy sport participation. The themes were Socializing, Competition, Surveillance, and Ownership. These four areas encompass the major reasons for joining and continuing participation in fantasy sport. These results allow the researcher to validate previous findings, develop and alter scale items, and gain an in-depth understanding of the fantasy sport experience going beyond scale items and numbers. Scale item development and alteration involved the creation of scale items. Specifically, scale items were created for Competition as a

motivation factor and for items expressing fantasy sport as a social agent for interaction. These items were created because prior research does not address them. Other scale items were altered using focus group findings for the purposes of creating stronger factors. Altering was done by adding one or more items, based on the results of the online focus groups, to pre-existing scale items.

Section Two – Demographics Implications

Demographics

The demographic information for this sample of FSUs is comparable to other reports suggesting that FSUs are predominantly male, white, married or with a partner, college educated, and relatively wealthy (Farquhar & Meeds, 2007; Global Fantasy Leaders, 2009; Levy, 2009; Randle & Nyland, 2008; Roy & Goss, 2007; Spinda & Haridakis, 2008). The current sample also aligns with other demographic information in that it is quite involved spending over seven hours per week devoted to fantasy sport, involved in over five leagues per year, and has participated in fantasy sport for an average of seven years. These figures add to the preexisting notion that this sport is comprised of a homogenous consumer and participant base. There is not a lot of diversity when it comes to those participating in fantasy sport. Two major implications need to be addressed when analyzing the demographic information of race and gender.

Race

Race is a sociological topic that is one of the most glaring pieces of fantasy sport demographic information. Race is defined as "a population of people who are believed to be naturally or biologically distinct from other populations" (Coakley, 2007, p. 284). Race is a sociological issue in fantasy sport because Caucasian participants make up approximately 90%

of the population of FSUs (Smith, 2009; Coakley, 2006) as well as 88.8% of the sample of this research. The racial breakdown of the population of FSUs inspired a column in *ESPN The Magazine* entitled "Up Front: To heck with fantasy. I'm about what's real" (Smith, 2009). In this article, Stephen A. Smith, discusses this disparity. He states that African-Americans don't play fantasy sport because "leisure time for black folks historically consists of direct interaction, the kind of experience you get at a family barbecue or hanging out with friends" (Smith, 2009, ¶ 6). This research shows socializing, in the forms of camaraderie and talking sports, as main motivation and outcome aspects of fantasy sport participation. This sample, although containing a Caucasian majority, show participation revolving around competitive and social reasons. While it may not be direct interaction around a barbeque, it is still interaction with family, friends, and coworkers involving issues in the world of sport.

Smith (2009) discusses the disparity of race in fantasy sport with Kim Beason, an associate professor at Ole Miss and the CEO of Fantasy Sport Research Specialists. Beason's research illustrates that those who hold well-paying jobs with Internet connections are more likely to participate in fantasy sport. Beason states, "When you break it down, it appears the disparity has to do with a critical mass of individuals who are together discussing fantasy sports…Up to now, that has mostly occurred in the white workplace. And a lot of time, it's on the Internet" (Smith, 2009, ¶ 6). The article suggests that marketing efforts using the hip-hop culture and utilizing the ever-widening reach of the Web are ways fantasy sport organizations can broaden their diversity and attract more minorities to this activity. This is a good suggestion. Expanding the marketing reach allows new consumers to test and become involved with the product. Future research needs to address specific reasons why minorities are not participating in

this activity. Word-of-mouth recruitment of friends, family, and coworkers is a major way people become interested and ultimately involved in fantasy sport. If these close circles are culturally similar, then diversity will never grow in this activity. Until this knowledge of non-participation is discovered and reported, marketing efforts will continue to miss large masses of people and a disparity in racial makeup may continue to exist in this activity.

Gender Differences

Another area of sociological concern in fantasy sport participation is in regard to gender differences. Coakley (2007) defines gender as "relatively fixed ideas and expectations used to identify males and females and to determine the ways that males and females are supposed to think, feel, and act" (p. 653). Coakley also brings forth a term of gender ideology. Gender ideology is defined as "a web of ideas and believes about masculinity, femininity, and relationships between men and women" (p. 653). There are two major sociological arguments when it comes to gender differences and fantasy sport. The *first* involves the masculinity of sport. The idea that fantasy sport is masculine or has masculine tendencies is believable because of the fact that male participants dominate the population (Farquhar & Meeds, 2007; Global Fantasy Leaders, 2009; Levy, 2009; Randle & Nyland, 2008; Roy & Goss, 2007; Spinda & Haridakis, 2008) as well as this sample (90.7%). Another reason is because competitiveness is a large aspect as to why many people participate in fantasy sport. Coakley (2007) describes this idea as the men who exert power and a win-at-no-cost attitude in order to dominate others will be seen "as heroes in sport, business, and politics" (p. 274). This is why many ESPN commercials and marketing campaigns for fantasy sport include competition and domination in their advertising language.

Davis and Duncan (2006), through a critical approach, present many issues regarding the FSE and pull from many different methods to come to their findings. Textual analysis of fantasy sport websites, personal observation, and one focus group interview are all used to determine how masculinity presents itself in fantasy sport participation. The authors determined that masculinity was reaffirmed and fortified through the issues of control importance of sports knowledge, competition, bonding, differences in gendered participation, and the use of men's sports more than women's sports. Davis and Duncan (2006) believe that masculinity through control comes into fantasy sport by the way male owners place "themselves in the shoes of authoritative and affluent team owners. Through businesslike ventures, masculinity is fortified by accepting and exercising social power" (Davis & Duncan, 2006, p. 252). The authors suggest that this control may reflect the experience and the "social power that predominantly White, male owners of professional sports teams possess on a daily basis" (Davis & Duncan, 2006, p. 252).

Davis and Duncan (2006) use the results of a single focus group and state that women are being forced into "socially inferior" positions by the masculine attitudes of men in regards to women participating in fantasy sport. The males in the focus group appear to be over the top with comments stating that women are usually "baking me some cookies," don't know how to play fantasy sport, and one male participant commented about how he would be "weirded out" if a woman knew more about fantasy sport and statistics than he did (p. 257). Davis and Duncan (2006) state that this result reinforces the way men "keep women in a socially inferior position" (p. 258; DiIorio, 1989). While there are many sexist and insecure men actively participating and engaging in sport and fantasy sport, it is not appropriate to generalize based on the comments

presented in one focus group. One focus group may help support any point, but to give the impression that these are many of the types of men participating in fantasy sport seems to be premature.

Sport, overall, does reinforce many stereotypes, attitudes, and cultural norms that may not provide the equal opinions, coverage, or inclusion of men and women. Does it transfer to fantasy sport? Fantasy sport is causing more sexist opinions in the male participants for two major reasons. First, the fact that more males participate in fantasy sport than women is an issue when discussing gender difference. With males making up the vast majority, it is unlikely that male FSUs have had the opportunity to experience fantasy sport with a female. This is important because if a male has never participated in this activity with a female, then how is he to know that she is any good or would even consider this pastime fun? Until more females participate or are invited to participate and prove some misconceptions to be false, then these stereotypes and sexist thoughts may continue to occur. To avoid any bad experience with males or in effort to experience fantasy sport, females could form their own private league and invite only people they view to be appropriate league members. There are not any highly publicized female-only leagues, but that does not mean that females have not developed them in their own private league status.

Another reason masculine and sexist sentiments are being produced through fantasy sport is by way of information gathering and obtaining sports knowledge. Information seeking or surveillance is a big component and motivation for participation in fantasy sport as indicated throughout this research. Research argues that sport knowledge offers men the indirect chance to "evaluate what it means to be a man" and reaffirm their masculinity (Davis & Duncan, 2006, p.

254; Hartmann, 2003). This evaluation and affirmation of what it means to be a man through statistical gathering comes in the way of knowing about recent sports knowledge, injuries, and player news. With this knowledge, FSUs can operate a better team, conduct more efficient trades, and ultimately, have more success because of their knowledge. Fantasy sport provides this breeding ground of statistical hounds. Participating in a fantasy sport forces any participant to search, learn, and know more statistics than they thought possible to keep up with other fantasy owners within your league. This drive to compete, to win, and to dominate is the underlying point that may carry statistical seeking over into prejudice issues involving manhood and masculinity.

The second sociological issue involving gender is in the use of men's sports to facilitate the leagues in fantasy sport. Whether it is the two popular fantasy sports of professional football or professional baseball or leagues focusing on the men's professional golf tour, NASCAR, men's hockey, or the National Basketball Association, male players are the focus of most fantasy sport activities. The results of the focus group conducted by Davis and Duncan (2006) discussed this very issue. The participant's comments and the results offered up explanations and emphasis on athletic ability (p. 258-259), strength, power, and speed (p. 259), physicality and aggressiveness (p. 259) as reasons why men's sports may be used over women's sport. The participants suggested the use of sports that women are better than men (i.e. gymnastics or diving) as sports that could incorporate female athletes into the fantasy sport picture. These responses may have the impression of being naïve, but this is still a major topic that needs to be further examined with a wider range of participants. The results of one focus group present a lot

of interesting and insightful details into the mind of a FSU, but it does not represent the entire population.

One reason that men's sports are used more than women's sports in fantasy sport may be because of the lack of coverage of women's sports. Media coverage of women's sports is lacking and inequitable (Dworkin & Messner, 2002; Duncan & Hasbrook, 1988; Duncan & Messner, 2000; Eastman & Billings, 2001). If women's sports are not on television or covered at great length in the media, then this may signal a non-demand for fantasy coverage. If a women's sport is not covered widely in the media, then do FSUs want to participate in that sport? Ruihley and Hardin (2010) discovered that nearly 80% of sampled FSUs use television to enhance their fantasy sport experience. Women's sports are not generally covered in great depth by national television or radio media and men's sport receives "90 percent of the coverage in all the media" (Coakley, 2007; Duncan & Messner, 1998). For the most part, the NFL, MLB, NHL, and PGA are widely broadcasted throughout the U.S. using television and radio outlets. With this coverage, it is easy for FSUs to use television and radio to follow the sporting events that their fantasy sport team is participating in. The non-coverage of women's sport may be a possible reason why women's sports are not used as much in fantasy sport because they are harder to follow the actual competition.

There is another position arguing that since professional or college male athletes may possess more strength, power, and speed than professional or college female athletes of the same sport, then that would be the sport that most people would want to follow on television, radio, or Internet. Examples would be basketball (college and professional), track and field, and football. Davis and Duncan (2006) argue that this type of thinking only reinforces male superiority in the

sport domain due to their "superior physical ability in sports" (p. 258-259). Kane (1995) stresses the point that in the "current conditions, it is certainly the case that most elite male athletes can beat most elite female athletes in sports that privilege men" (p. 201). Kane (1995) does argue that even though the current conditions are not favoring females, it is still possible that women can outperform men on any sport field and that even though the majority may feel it, sport does not "automatically follow that every elite male can outperform every elite female in these same sports" (p. 201).

From a fantasy sport perspective, since male sports are covered more in the media, the idea of surveillance appears and asserts that FSUs follow live action to enhance their FSE. If the sport is not covered in great detail, then FSUs cannot follow the statistics, news, athletes, or live action. Results involving the use of women's sport for fantasy use were provided in the work of Davis and Duncan (2006). In their study, men admitted that they may be interested in fantasy sport involving women athletes in sports that women dominate including gymnastics and diving. These opinions, of course, affirm traditional gender roles and suggest, "women are unable to transcend the stylistic and subjectively judged sports that their participant is often limited to" (Davis & Duncan, 2006, p. 259). Even with these statements from the Davis and Duncan (2006) focus group, there are not major fantasy sport organizations and companies advertising and marketing any women's sport. More research is needed to address the motivational gender differences concerning participation in fantasy sport, the reasons for gender differences with non-participation, and the use of male sport over female sport to accommodate fantasy sport leagues.

Section Three: Research Questions

Research Question 1

Research Question 1 inquired about the motivations of participation in fantasy sport. The results revealed the top four motivation factors, as indicated by mean average, as Fanship, Competition, Social Sport, and Surveillance. Fanship involves participating because of the love of sport in general, a specific sport, or a certain team. Fanship and fantasy sport are an important pair because people may desire more involvement with their favorite sport league or sport team. Fantasy sport provides an outlet for fans to increase their sport attention to obtaining more statistics, viewing more games, and increasing sport conversation.

The factor mean score for Competition was the second ranked motivation. The motivation of competition feels as though it is in the proper place at second. Many marketing and advertising campaigns show fantasy sport as a way to be competitive with family, friends, and coworkers. As indicated in Part I's focus groups, people become initially involved and continue their involvement because of the competition ensuing with each season. A person having the opportunity to 1) prove their player management prowess and 2) use their skills to try and win a league championship seem to draw many to this activity. With many people competing as a fan of a certain team or athlete, fantasy sport provides a fan of sport the opportunity to compete at a different and more involved level than they may traditionally be used to.

Social Sport was the third ranked motivational factor score. This motivational factor entails talking to people about sport, sharing opinions, and debating sport issues. This is a factor heavily discussed in the online focus groups. Socializing with others appeared to be a major motivation coming from the focus group participants and seems to hold true in the quantitative

side of this research. Socializing with people through fantasy sport is a powerful outcome of participation. This connects people, provides a common discussion topic, and allows for healthy competitive banter between friends, family, and coworkers. Many of the Part I participants spoke to this and provided examples of fantasy sport conversation being a primary discussion topic. Socializing is confirmed as a top-motivating factor through other research as well (Roy & Goss, 2007; Spinda & Haridakis, 2008).

Surveillance was the fourth ranked motivational factor score. Surveillance involves seeking out information in many ways. This can comprise of checking statistics, scores, and injury reports to seeking out expert advice, trade possibilities, or scoping out free agents or up-and-coming talent. Many of the comments from the online focus groups indicated an increased awareness of sport statistics and other information as a positive outcome of fantasy sport participation, but also as an inevitable outcome because of the importance statistics have in the activity. Surveillance as a high-ranking motivational factor is confirmed by Farquhar and Meeds' (2007) work in which they place Surveillance as one of two top motivations.

The bottom ranking factor motivations consisted of Fan Expression, Ownership, and Escape. While the mean scores do not represent a negative effect on motivation, it was still surprising to see Ownership in the bottom three of 11 total motivations. In Part I's focus groups and in prior research (Roy & Goss, 2007; Spinda & Haridakis, 2008), Ownership emerged as a dominant motivating factor. The ability to manage and control a team created by the participant is something many marketing and advertising campaigns try to promote. However, when stacked up against other motivations, Ownership did not rise to the top as reasons why people participate in fantasy sport. This particular motivation may need future research on the scale items used to

measure participants' views. Escape is another factor that has been researched as a primary motivation factor in fantasy sport participation (Spinda & Haridakis, 2008). Escape and Fan Expression, however, are understandable as being in the bottom three because these topics were not broached upon in the focus group discussions. They were still measured based on scales coming from prior research, but did not rank as top motivating factors.

Research Question 2a

Research Question 2a revealed motivational factors of Competition, Achievement, Surveillance, and Escape as having a significant relationship with overall satisfaction in fantasy sport participation. Competition was deemed the most important factor by its beta weight. Competition was followed by Achievement, Surveillance, and Escape. Competition and Surveillance having a positive relationship with overall satisfaction is not surprising. The online focus group themes placed these two motivations as major motivating factors in fantasy sport participation. Achievement involves the participant feeling good when their team wins or does well. This relationship involves a personal pride in one's team. Living-and-dying with a team often happens when cheering for a college or professional team, but this result reveals that this type of live-and-die attitude is influences fantasy sport satisfaction as well.

Overall satisfaction is a good measurement in determining how the current consumers perceive the product. For fantasy sport organizations, knowing the factors that have a positive relationship with overall satisfaction allows for an internal evaluation of what is current priority of the product. An organization can analyze if these constructs are being promoted or given an adequate amount of attention on the site. This type of evaluation should be content related. Does the content on the site represent these constructs that do influence overall satisfaction in the

product? Is competition stressed? Is achievement acknowledged or rewarded? Are there plenty of outlets to satisfy the surveillance need? These are specific questions an organization can ask when evaluating their content as it relates to the overall satisfaction of the consumer.

The Escape factor had a negative beta weight indicating a negative relationship with overall satisfaction. The more people use this activity as an escape from everyday life and routines, the less satisfied they are. This can be explained by the amount of involvement participants face when joining fantasy sport. With all the surveillance, socialization, and competition associated with this activity, fantasy sport actually *becomes* a part of daily life and not an escape from it. Fantasy sport assists in the enjoyment of sport, as the ranking of the Fanship motivation suggests, and sport is a part of everyday life for many people. Fantasy sport differs from other escape outlets (e.g. movies, internet browsing, video game, or television viewing) because of the involvement of sport and importance of surveillance the activity places on the participant. This finding may also explain why the Entertainment factor loaded on so many different constructs in the EFA. Fantasy sport may not be entertaining for people like a movie or television show is. This may be because of this activity becoming a part of daily life because of the interest and involvement level an FSU invests. Finding Escape as a negative relationship to overall satisfaction makes sense because people are not using fantasy sport to escape from everyday life, but rather to enhance it.

Research Question 2b

Research Question 2b revealed motivational factors of Competition and Camaraderie as having a significant positive relationship with future intentions in fantasy sport participation. Competition was the most influential of the two factors. This is an important finding because

Competition was a scale item created for the purposes of this study. Competition has not been labeled in prior fantasy sport research as a top motivation factor. This research, however, has shown it to be a top motivating factor, through mean score, and also a factor with a positive relationship with both overall satisfaction and future intentions. This factor was indicated in the online focus groups as a factor motivating entry but also for a factor associated with continued involvement. The quantitative analysis also proves it to be a driving force in the future intention of continuing participation. This is important for marketers to know because of the currently high emphasis placed on competition in advertising and marketing campaigns. This research shows that this factor can be promoted both for entry as well as for retention.

Camaraderie is also shown to be a factor having a positive relationship with future intentions of FSUs. Camaraderie is a part of socialization emphasizing the connection with other fantasy sport participants. This involves the ability to stay in touch with people, have common interests, getting along with others, and involves the overall friendly nature fantasy sport participation provides FSUs. Camaraderie was one of the aspects discussed in the online focus groups' findings. Socialization, as mentioned, is an important part of fantasy sport. Camaraderie enters into the practical picture when FSUs gain common bonds, friendships, or other social aspects with people they may normally not relate to. Participants illustrated this with their comments about fantasy sport being a common bond between coworkers or family. Fantasy sport has the ability to create the cliché 'water-cooler' talk and create those connections that may otherwise not be present.

Future intention is vital to any organization wanting to retain a client. Whether it is a bowling center wanting to keep league bowlers, sport organizations needing to renew season

ticket holders, or a fantasy sport organization retaining FSUs, consumer retention allows for an organization the ability to budget their future and work on gathering new participants. With the average FSU spending $467.60 per fantasy sport season (Global Fantasy Leaders, 2009), it is crucial to keep that kind of revenue circulating in the fantasy sport community. This research proves that competition and camaraderie as important aspects to retaining FSUs. These aspects need to be kept in mind when developing and maintaining a Web site and marketing campaign involving the recruitment and retention of these consumers.

Research Questions 3a & 3b

Research Questions 3a & 3b revealed varying levels of sport participation to not be significantly different when examining motivations, overall satisfaction, and future intentions of fantasy sport participation. The first measure (RQ3a) analyzed if significant differences exist between those FSUs currently competing in a recreational sport and those who are not. The second measure (RQ3b) analyzed if significant differences exist between FSUs with different levels of highest competed sport level. Levy (2009) states that many dismiss FSUs as "geeks living perhaps tucked away in their parents' basement" (p. 197). This set of results, while not producing any significant differences, still proves that all types of sport participants are competing in fantasy sport and there are no motivational, satisfaction, or future intention differences between those differing levels of sport participation. While not the primary focus of this research, these results are an important step in determining if any type of sport participation or recreation influences fantasy sport participation.

Research Questions 4a & 4b

Research question 4a and 4b addressed whether fantasy sport motivations, overall satisfaction, and future intentions differ between those who use message boards to assist in their FSE and those who do not. The results for RQ4a indicated no significant differences between the two groups when focusing on fantasy sport motivations. Research question 4b, however, did reveal that those who use message boards are significantly more satisfied and have greater intentions to continue participation in fantasy sport than those who do not use message boards. These findings are important when discussing fantasy sport motivations and outcomes. These results prove that those participants interacting, conversing, or socializing with other league owners through the use of message boards are more satisfied with their experience and have a greater chance of returning to the activity in the next season. Satisfaction and retention are central attitudes from any type of consumer, customer, or client.

This knowledge is essential for promotional, content, and stickiness reasons. Promotionally speaking, this finding gives marketers and advertisers information about an aspect of the activity that allows people to become more involved. This involvement leads to the overall satisfaction and future intentions. As indicated in the online focus groups and through the first two research questions, social aspects of fantasy sport are seen as important to the participants. Message boards provide league members a forum to communicate and share their opinions, feelings, or overall attitude about aspects of the activity. Message boards also allow the participants to communicate regardless of proximity, time restraints, or live conversation. Message boards are an asynchronous form of communication. The participants can respond to postings on their own time and have time to develop thoughts to add to the discussion.

The second reason this is important is because of content reasons. Allowing the participants this type of communication is the first step for fantasy sport hosting Web sites to consider. If a message board is provided, then questions need to be asked about its usefulness. Is it easy to find? Easy to navigate? Does it clear messages after logging out, daily, or not at all? Finding the message board is important. Placing it in an accessible location for users to find and continue to find every time they want to read or post a message allows the user to socially network in an easy fashion. Many hosting Web sites will place the message board below the league scoreboard. As FSUs are watching their scores, they can see or participate in the chat without navigating away from the scoreboard. Navigation of the message board is another important consideration. Providing an easy way to use the message board assists in its use. Many times people want to know who is online or who may be in the discussion. Finally, does the message board clear after each day, week, logout, or never? Keeping the messages active throughout the entire season may be appreciated by the FSUs. With trash talking and socialization happening on these boards, it may be useful for FSUs to have the ability to go back and view a prior conversation. This is a topic needing practical research conducted by the hosting site to better determine what its clients and users desire in terms of message board features.

The final reason this finding is important is due to stickiness reasons. Stickiness was defined earlier in this research as the "repetitive visits to and use of a preferred Web site because of a deeply held commitment to reuse the Web site consistently in the future" (Li, Browne, & Wetherbe, 2006, p. 106). Message board use, as a gateway to social interaction in fantasy sport, may provide more reason for a person to stick to a fantasy sport Web site. Not only are FSUs' stickiness involving the returning to Web sites, but it can also involve the length in which they

stick. Many FSUs will watch the scores accumulate throughout the competition. While keeping the scoreboard screen refreshed and the message boards open, these users can stick for an extended period of time. This, in turn, creates the potential for more advertisement revenue with more page views and the potential for more clicks on the advertisement messages.

Research Question 5

Research Question 5 addressed media use as an outcome of fantasy sport participation. Two questions gauged the increase of usage with the FSUs media and fantasy sport use. The first question revealed that 82.9% (n=267) of the participants found themselves consuming more games (listening, watching, or following online) since beginning their participation in fantasy sport. The second question revealed that 86.0% (n=277) of the participants find themselves seeking out (listening, watching, or online) more sport information (statistics, box scores, expert advice, news stories, injury updates, etc.) since beginning their participation in fantasy sport. These are critical questions providing more important results. Fantasy sport is providing an increased awareness for fantasy sport users. Participants in the online focus group admit to watching games they would have never watched prior to their participation in fantasy sport. FSUs are concerned with competition and surveillance of information, as indicated in aforementioned results. The importance on these motivations is what drives FSUs to watch more games, seek out information, and consume more media.

The second part to RQ5 addresses the increased or decreased media usage since beginning participation in fantasy sport. The participants were asked to identify their change or no change in Internet, television, radio, magazine, and newspaper media outlets. The majority indicated an increase in Internet and television usage while identifying no change in radio,

magazine, and newspaper usage. Knowing that participants are increasing media consumption is good for those selling advertisements for games or marketing programs during or around a broadcast of a sporting event, a highlight show, or a talk show. As mentioned, FSUs are finding ways to follow their team, players, or statistics important to success. Whether it is increased through the Internet or television, games that are not normally watched are being watched. Athletes that are not typically followed by a person, maybe due to team/athlete loyalty, are now being followed because the athlete may have a fantasy impact on the consumer.

This set of results need to be noticed by content providers for all types of media. During game broadcasts, seeing or hearing a segment focused on fantasy sport statistics is becoming a common occurrence. ESPN provides viewers with fantasy statistics on their *Bottom Line* throughout the entirety of a game on ESPN or ESPN affiliates. On ESPN Radio, a SportsCenter Update is provided every 20 minutes with up to date news, scores, and statistics. Content providers need to cater to this type of fan. A fan may be watching an opposite coast game only to watch his or her runningback or pitcher perform. With this in mind, keeping the FSU occupied to stay on the channel is important. More viewers equal more advertising revenue. With the population of fantasy sport increasing, so too should the viewing of games.

Research Questions 6a-6c

The research questions in 6a-6c focused on Mavenism and the motivations and outcomes of fantasy sport participation. The results for RQ6a revealed that as a sample, these fantasy sport participants are to some extent considered fantasy sport market mavens (0.87 factor mean on -3 to +3 scale; SD=1.4). This simple result means that fantasy sport participants, on average, are highly attentive, involved, and interested consumers within the fantasy sport marketplace. This

also indicates that FSUs are extremely knowledgeable about fantasy sport and don't mind sharing their knowledge, experience, or expertise with others. These are good characteristics for a consumer or participant base. Fantasy sport organizations need to target these types of consumers and cater to their likes, dislikes, or desires. As mentioned, these consumers share their expertise, their opinion, and their overall attitude about a product. FSUs have the ability and currently do share their thoughts about fantasy sport with other participants and non-participants. This research has proven that socialization is an important aspect to this activity and having a person who is an expert on many of the fantasy sport areas and willing to share their views is a positive type of consumer to have on the front-line of marketing and word-of-mouth reputation management.

Research question 6b indicated that as the level of Mavenism rises, from the low group to the high group, all the motivating factors to participate in fantasy sport significantly rise as well. This may seem like a logical conclusion after determining that mavens are more involved consumers. This finding adds assurance to organizations that these people are more motivated in all aspects of the activity than low maven participants. When high maven participants discuss fantasy sport, the features, the Web site, or the activity in general with others, their perspective is one of high motivation. This should instill confidence in the organization that these people are, in fact, highly involved consumers spreading information. These are not consumers who are uninvolved or just participating off of a whim; these are motivated consumers. A possible marketing concept may be to allow the champions of different leagues the opportunity to post an advice column or posting for new or returning FSUs to read. Since the champion would likely be a proven expert, based on their performance, he or she would be able to share insightful

information on preparation, team management, draft style, or overall strategy. Instead of reading expert advice from people in national media outlets, this type of marketing tool would provide a localized feel to the information from the people who have participated and won their fantasy leagues.

Research question 6c adds to the prior convictions about high mavens as loyal and informed consumers spreading information. The results addressing this research question reveal that high maven participants are significantly more satisfied with their fantasy sport experience and report significantly higher future intentions of returning to the activity in the following season than low maven participants. Similar to the previous finding involving mavens and motivations, this find also seems like an obvious conclusion due to the involvement and expertise these consumers possess. These results seem to emphasize the importance of identifying the high mavens within the fantasy sport population and cater to their needs and opinions. The high mavens are not only more motivated than low mavens; they are also more satisfied with their experience and have a higher intention to return in the seasons to follow. These are the types of consumers that will share their thoughts and opinions with others and with their satisfaction and retention rates being higher than low mavens, having their opinion spread throughout their community is not a terrible thought.

Research Questions 7a-7c

The research questions in 7a-7c focused on the newly developed concept of Schwabism and the motivations and outcomes of fantasy sport participation associated with it. The results for RQ7a revealed that as a sample, Schwabism is not intensely prevalent (0.01 factor mean on -3 to +3 scale; SD=1.5). However, more participants (n=168) acknowledged having some positive

Schwabism attributes than those with a neutral or negative Schwabism factor mean. This research introduces Schwabism to assist in identifying a more specific consumer in fantasy sport. Trying to determine if there are people participating in fantasy sport who think they know everything there is to know about sport statistics and fantasy sport specifically. This identification of a know-it-all is focused on those who feel they know everything in regards to sport statistics. In this research, Schwabism was measured for identification purposes and not measured as a motivation, but potentially, this concept could be an underlying reason as to why people participate in this activity.

RQ7b revealed that eight of the 11 fantasy sport motivating factors were significantly different with high Schwabism participants possessing significantly higher motivations than low Schwabism participants. The three motivating factors not significantly different between the levels of Schwabism were Camaraderie, Fanship, and Pass Time. The three factors not revealing significant differences are still important because knowing this information assists in further classifying a Schwabist; someone partaking in Schwabism. Camaraderie with other FSUs is not different based on high and low Schwabism and this result indicates that being social with other FSUs is part of the activity regardless of whether or not a person is a know-it-all. This is important because many potential fantasy sport participants may feel that they would not enjoy fantasy sport because they do not know much about sport statistics or are not someone who follows the numbers and trends closely. Overall, this research has proven that socialization is an important and influencing aspect of involvement in fantasy sport. This specific research question proves that there is not a significant difference in those people who know-it-all and those who do not when it comes to this important facet of socialization.

RQ7c discovered there to be differences between the participants of high Schwabism and those of low Schwabism. The high Schwabism group is significantly more satisfied with their participation in fantasy sport and has a higher intention to return to the activity in the following season. This result makes sense considering part of Schwabism is being the know-it-all and the motivation factor of surveillance involves searching out sport information including statistics and athlete news. Surveillance proved to be an influencing factor in overall satisfaction (RQ2a) and with the connection to know-it-alls and statistical prowess, the connection to overall satisfaction seems appropriate. Future intent is also important and having the knowledge that this segment of FSUs intends to return at a higher rate than low Schwabism participants is critical. Retention is a priority with any organization and knowing that a segment currently retains high with how the activity is presently operating gives an organization freedom or leeway to address some of the retention issues with other segments.

Section Four: Implications

Practical Implications

Many practical implications were mentioned throughout this chapter when addressing each set of research questions. The major practical implications revolve around segmentation, content, and promotion. Segmenting the consumer is important so that organizations don't overgeneralize the market (Smith, 1956). This research assists in determining different types of motivations, their importance, and their influence on many aspects and factors associated with fantasy sport participation. This research discovered the top motivating factors for fantasy sport participation in (RQ1) and revealed the specific motivations influencing overall satisfaction (RQ2a) and future intentions (RQ2b). Motivational, satisfaction, and future intent were

compared between varying sport participation levels (RQ3a & RQ3b), between message board users and non-message board users (RQ4a-4b), and between different levels of Mavenism and Schwabism (RQ6a-RQ7c). These comparisons were undertaken in order to better segment the market and understand the FSU and the FSE.

The FSE is important to understand. Knowing what type of experience these consumers are having or what kind of experience they desire is vital to recruitment and retention. Knowing that sport participation does not cause differences in motivations, overall satisfaction, or future intentions allows an organization to market a certain way. Also, knowing that those participants using message boards have significantly higher motivation, satisfaction, and intent scores is extremely revealing about the magnitude of socialization and having the proper forum to socialize becomes a priority. Finally, knowing that many of the participants fall into a Maven or Schwabist role is key. Having consumers who are Mavens assist with the word-of-mouth marketing. These are the people on the front line. They are participating in the activity and as the results indicate, these participants are highly motivated, involved, and committed. These are must have consumers because of their involvement and their willingness to share their experience.

Content is another major practical area when reviewing these results. Knowing that people are highly motivated in the areas of competition, social aspects, and surveillance is vital when considering how to build or alter the Web site. With the mentioned motivations in mind, these participants may desire an easier way to gather statistics, survey their team or athlete's performance, or socialize with others about the activity. Many fantasy sport Web sites make it painless to gather information right on the host Web site. Keeping the consumer on the home

Web site allows for more page views on the site and therefore, more eyeballs on advertisements. Offering easy access to a message board or other social networking application offers the participants a way to share their thoughts, opinions, trash talking, or overall experience. Many times message boards are embedded in the homepage of the fantasy sport league or even on the scoreboard of the current matchup. The scoreboard is a gathering place for league members. In one particular case, CBS Sports' (2009) fantasy Web sites have a permanently embedded league message board that stays at the bottom of the scoreboard regardless of what matchup a participant may be following. This allows for the participants to be gathered in the same place with one topic in mind, their fantasy sport experience.

Promotion is the final marketing implication and it incorporates many of the ideas already mentioned. Knowing what the motivations are, how they influence, and what factors are associated with fantasy sport participation are important things to consider when developing a marketing or promotional campaign for fantasy sport leagues. Promoting the competitive, social, and surveillance motivating factors would be something to consider after these results have indicated the importance of each aspect. Promoting the use of message boards as part of the FSE would encourage participants to try out this feature or use it more. Specifically in regards to Schwabism, one of the findings suggests that camaraderie does not differ between high and low Schwabists. As mentioned, this may be a nice piece of information to market because of the influence of socialization has on the FSE and because many non-FSUs may feel threatened or inadequate in their statistical dexterity.

Scholarly Implications & Future Research

The scholarly implications for this work involve alteration, addition, and introduction. Alteration of many scale items used in fantasy sport took place in this research. The purpose of altering and adding scale items to measure fantasy sport motivations was to create a comprehensive scale for measuring these items. This alteration involved the input from online focus groups or the purposeful mixing of scale items from multiple research sources. Items were added to preexisting scale items in order to bolster the factor with knowledge and input from online focus groups. The mixing of scale items from multiple research sources was conducted to create a more robust measurement spanning across multiple studies. With one factor, Competition, all new items were developed and measured specifically for this research and in order to create a competition-motivating factor for fantasy sport participation.

Mavenism is a topic that has been measured and examined extensively in retail and marketing literature and is used in this research to link the concept to sport literature. This introduction allows for researchers to see this linkage and begin incorporating it into sport marketing studies. Schwabism was introduced to the entire scholarly community through this work and the implication of this initiation is the fact that a new type of consumer or segment may be defined more and analyzed in the sport community or in any other community for that matter. Schwabism is based on the sport-minded know-it-all, but can be applied to know-it-alls in any area.

Future research needs to be conducted using the complete list of fantasy sport motivations detailed in this research. These motivations have been tested and validated in this research and regardless of the fantasy sport motivation focus; this set should be utilized, tested,

and refined. Other fantasy sport research topics could include an in-depth analysis of message board use in the FSE. This research has shown that those who use message boards have significantly different impressions of the FSE and further analysis will shed some light on this discrepancy of use. With the sample reported in this research and other sources being predominantly male, white, educated, and relatively wealthy, future research could examine the people who do not participate in fantasy sport research and inquire as to why. An analysis could determine if there are any underlying reasons why the underrepresented population is, in fact, underrepresented. Finally, more research can be conducted examining the fantasy sport participants identifying as Mavens or Schwabists. This research kept the focus on the fantasy sport motivations and outcomes, but these are important groups of consumers and understanding them at a deeper level is important for scholars and practitioners.

Section Five: Concluding Remarks

This research succeeded in gaining familiarity of the FSU and the FSE. Specifically, this research examined the motivations of fantasy and outcomes (overall satisfaction and future intentions) associated with fantasy sport participation. Mixed methods were used to address the purpose and research questions posed in this study. Themes emerged from three online focus groups and assisted in the development and analysis of results generated through an online questionnaire. Analysis was conducted and many interesting and thought provoking ideas came from the results and findings. This research will add to limited fantasy sport research and assist in developing and expanding knowledge not only in fantasy sport focused studies, but in other studies as well.

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APPENDIX A

Table 1
Gratification Topics in Mass Media Research

Gratifications Topic	Authors	Year
Communication	December	1996
Entertainment	Ferguson, Greer, & Reardon	2007
	Ferguson & Perse	2000
	Flanagin & Metzger	2001
	Lin	2002
	Miller	1996
	Rafaeli	1986
Information & Learning	Flanagin & Metzger	2001
	Lin	2002
	Rafaeli	1986
Interaction	December	1996
	Lin	2002
Relaxation & Escape	Ferguson, Greer, & Reardon	2007
	Ferguson & Perse	2000
	Lin	2002
	Parker & Plank	2000
Social	Ferguson & Perse	2000
	Flanagin & Metzger	2001
	Papacharissi & Rubin	2000
	Rafaeli	1986
	Schmitt, Woolf, & Anderson	2003
Surveillance	Lin	2002

Table 2
Motivations Discussed in Fantasy Sport Literature

Authors (Year)	Methods	Primary Fantasy Sport Motivations Discussed
Farquhar & Meeds (2007)	Q-Methodology	Arousal & Surveillance
Roy & Goss (2007)	Commentary – Proposal of conceptual framework	Psychological Influences -Control -Escape -Achievement Social Influences -Community -Socialization Marketer-Controlled Influences -Product -Price -Promotion
Spinda & Haridakis (2008)	Mixed Methods – Open Essay and Quantitative Questionnaire	Ownership Achievement/Self-Esteem Escape/Pass Time Socialization Bragging Rights Amusement

Table 3
Initial Scale Items for Motivations, Mavenism, Schwabism, Social Agent, and Overall Items

Factor	Origin of Scale Item
Ownership	
I feel like a general manager of an actual sports team	Spinda & Haridakis, 2008
I feel like a coach of a team	Spinda & Haridakis, 2008
Its like having a team in my control	Spinda & Haridakis, 2008
I enjoy controlling the lineup	Spinda & Haridakis, 2008
I enjoy drafting my own players	Part I Focus Group
I love the feeling of ownership	Spinda & Haridakis, 2008
Achievement / Self-Esteem	
I feel a personal sense of achievement when my fantasy team does well	Spinda & Haridakis, 2008
I feel like I have won when my fantasy team wins	Spinda & Haridakis, 2008
Winning at fantasy sport improves my self-esteem	Spinda & Haridakis, 2008
Surveillance	
It provides me with quick and easy access to large volumes of sport information	Seo & Green, 2008
I am able to obtain a wide range of sport information	Seo & Green, 2008
I can learn about things happening in the sport world	Hur, Ko, & Valacich, 2007
It provides me with more information about real players and team	Part I Focus Group
The fantasy sport related information obtained from my participation is useful	Hur, Ko, & Valacich, 2007
I feel more up-to-date with sport information	Part I Focus Group
It provides me with an increased awareness of the athletes and teams	Part I Focus Group
Entertainment	
It is exciting	Seo & Green, 2008
It is cool	Seo & Green, 2008
It is amusing	Seo & Green, 2008
It is entertaining	Part I Focus Group
Socializing	
It allows me to get along with others	Seo & Green, 2008
I enjoy the camaraderie of other participants	Spinda & Haridakis, 2008
It helps me stay in touch with people	Part I Focus Group
I like to socialize	Spinda & Haridakis, 2008
I like to chat with people about sports	Hur, Ko, & Valacich, 2007
I like to share my opinions about sport teams and players	Hur, Ko, & Valacich, 2007
I enjoy debating sport-related issues	Hur, Ko, & Valacich, 2007
I like to trash-talk with other league owners	Part I Focus Group
Escape	
I can escape from reality	Seo & Green, 2008
It allows me to enter a non-thinking, relaxing period	Seo & Green, 2008
I can forget about work	Seo & Green, 2008
It allows me to escape from my daily routine	Hur, Ko, & Valacich, 2007
Pass Time	
It gives me something to do to occupy my time	Seo & Green, 2008
It passes the time away, particularly when I'm bored	Seo & Green, 2008
It is something to do in my free time	Seo & Green, 2008
Leisure	
It is fun	Part I Focus Group
It is enjoyable	Part I Focus Group
It is a hobby of mine	Part I Focus Group
Fanship	
I consider myself a fan of sport	Seo & Green, 2008
I am a huge fan of sport in general	Seo & Green, 2008
I am a big fan of my favorite team	Seo & Green, 2008
Fan Expression	
I can express myself through communication contents	Seo & Green, 2008
I can form my own opinion through communication contents	Seo & Green, 2008
I enjoy interacting with other fantasy sport participants	Seo & Green, 2008

Table 3 (Continued)
Initial Scale Items for Motivations, Mavenism, Schwabism, Social Agent, and Overall Items

Factor	Origin of Scale Item
Competition	
I enjoy winning	Part I Focus Group
Winning the league prize (trophy, money, etc.) is important to me	Part I Focus Group
Being better than my opponent is important	Part I Focus Group
I enjoy competing against other team owners/managers	Part I Focus Group
Arousal	
Because I get pumped up when I am watching my team	Wann, 1995
I enjoy being emotionally aroused by the competition	Wann, 1995
I like the stimulation I get from participating in fantasy sport	Wann, 1995
Market Mavenism	
I like helping people by providing them with information about fantasy sport	Feick & Price, 1987
People ask me for fantasy sport information	Feick & Price, 1987
My friends think of me as a good source of information when it comes to fantasy sport products	Feick & Price, 1987
If someone asked me, I could tell him or her about fantasy sport products (Web sites, live scoring features, membership benefits, etc.)	Feick & Price, 1987
My friends think of me as a good source of information when it comes to fantasy sport information	Feick & Price, 1987
If someone asked me fantasy sport related question(s), I could provide them with answers	Walsh, Gwinner, & Swanson, 2004
Schwabism - Identification	
I probably know more about sport statistics than anyone in my fantasy sport league	Newly constructed
One of the reasons I play fantasy sports is to show my competitors that I am better and managing a team than they are	Newly constructed
My knowledge of sport trivia is important in being successful in fantasy leagues	Newly constructed
The vast amounts of sports statistics I remember are important in to my fantasy sport league success	Newly constructed
When someone has a question about sports statistics, they always ask me first	Newly constructed
Fantasy sport leagues are a way for me to utilize all of the sport statistics I collect	Newly constructed
I know more about fantasy sport than most the people in my league	Newly constructed
Schwabism - General Items	
There is at least one know-it-all in my fantasy sport league	Part I Focus Group
Winning against a know-it-all type provides great satisfaction	Part I Focus Group
A lop-sided trade usually consist of someone may be a know-it-all	Part I Focus Group
There are people in my league who like to trash-talk about how much they know about the league (their team, my team, players, statistics, etc.)	Part I Focus Group
Winning is important when desiring to be classified as a know-it-all	Part I Focus Group
Social Agent	
Fantasy sport provides a common conversation topic for me to discuss with others	Part I Focus Group
Fantasy sport provides me with a club-like atmosphere with my fellow league owners	Part I Focus Group
Fantasy sport provides me with a private setting to communicate with other league owners	Part I Focus Group
Fantasy sport creates an environment that encourages social interaction	Part I Focus Group
Social-networking tools (i.e. message boards & chat) greatly assist in my fantasy sport experience	Part I Focus Group
Overall	
I am glad I have chosen to participate in fantasy sport	Newly constructed
My decision to play fantasy sport was a good one	Newly constructed
I enjoy playing fantasy sport	Newly constructed
I will continue to play participate in fantasy sport	Newly constructed
I am likely to participate in fantasy sport next season	Newly constructed
I will participate in fantasy sport leagues in the future	Newly constructed

Table 4
Demographic Information for Part II Participants

Variable	Percentage	N
Gender		
Male	90.7%	292
Female	9.3%	30
Ethnicity		
Caucasian/White	88.8%	286
Asian	5.6%	18
Multi-Ethnicity	2.8%	9
Hispanic	1.9%	6
African-American	0.6%	2
Marital/Household Status		
Married/Partner	51.2%	165
Single	43.2%	139
Divorced	4.3%	14
Other	1.2%	4
Highest Completed Education		
High School or Some College	33.2%	107
College Degree	35.4%	114
Graduate Degree	31.4%	101
Children Under the Age of 17 Within Household		
No Children	63.0%	203
One Child	12.4%	40
Multiple Children	24.5%	79
Variable	**Mean**	**Std. Deviation**
Age	33.7	11.4

Table 5
Fantasy Sport and Other Information for Part II Participants

Information	Percentage	N
Fantasy Sport Participating In		
Football	84.8%	273
Baseball	53.1%	171
Basketball	36.0%	116
Hockey	23.0%	74
Auto	15.2%	49
Golf	12.4%	40
Other	4.7%	15
Fantasy Sport Participating In		
Football	51.2%	165
Baseball	26.7%	86
Hockey	9.6%	31
Basketball	7.8%	25
Other	1.9%	6
Auto	1.6%	5
Golf	1.2%	4
Usage of Message Boards in Fantasy Sport		
Yes	62.1%	200
No	37.9%	122
Participants Currently Competing in a Recreational Sport		
Yes	59.3%	191
No	40.7%	131

Information	Mean	Std. Deviation
Number of Fantasy Sport Leagues Per Year	5.9	7.8
Hours per week devoted to Fantasy Sport	7.9	7.6
Years participating in Fantasy Sport	7.3	5.4

Table 6
Statements, Sources, Alpha Level, and Mean of Analyzed Factors

Factor Scale Items (Source of Scale Items)	Means	Alpha Level
Ownership	**4.6**	**α= 0.855**
I feel like a general manager of an actual sports team (Spinda & Haridakis, 2008)	3.9	
I feel like a coach of a team (Spinda & Haridakis, 2008)	3.8	
Its like having a team in my control (Spinda & Haridakis, 2008)	4.7	
I enjoy controlling the lineup (Spinda & Haridakis, 2008)	5.8	
I love the feeling of ownership (Spinda & Haridakis, 2008)	4.5	
Achievement/Self-Esteem	**5.1**	**α= 0.736**
I feel a personal sense of achievement when my fantasy team does well (Spinda & Haridakis, 2008)	5.9	
I feel like I have won when my fantasy team wins (Spinda & Haridakis, 2008)	5.5	
Winning at fantasy sport improves my self-esteem (Spinda & Haridakis, 2008)	3.9	
Surveillance	**5.4**	**α= 0.930**
It provides me with quick and easy access to large volumes of sport information (Seo & Green, 2008)	5.1	
I am able to obtain a wide range of sport information (Seo & Green, 2008)	5.2	
I can learn about things happening in the sport world (Hur, Ko, & Valacich, 2007)	5.4	
It provides me with more information about real players and team (Part I Focus Group)	5.6	
The fantasy sport related information obtained from my participation is useful (Hur, Ko, & Valacich, 2007)	4.7	
I feel more up-to-date with sport information (Part I Focus Group)	5.6	
It provides me with an increased awareness of the athletes and teams (Part I Focus Group)	5.9	
Camaraderie	**5.0**	**α= 0.822**
It allows me to get along with others (Seo & Green, 2008)	4.5	
I enjoy the camaraderie of other participants (Spinda & Haridakis, 2008)	5.7	
It helps me stay in touch with people (Part I Focus Group)	4.8	
Social Sport	**5.5**	**α= 0.869**
I like to chat with people about sports (Hur, Ko, & Valacich, 2007)	5.7	
I like to share my opinions about sport teams and players (Hur, Ko, & Valacich, 2007)	5.5	
I enjoy debating sport-related issues (Hur, Ko, & Valacich, 2007)	5.4	
Escape	**4.4**	**α= 0.814**
I can escape from reality (Seo & Green, 2008)	4.1	
I can forget about work (Seo & Green, 2008)	4.3	
It allows me to escape from my daily routine (Hur, Ko, & Valacich, 2007)	3.6	
Pass Time	**4.9**	**α= 0.829**
It gives me something to do to occupy my time (Seo & Green, 2008)	5.0	
It passes the time away, particularly when I'm bored (Seo & Green, 2008)	4.5	
It is something to do in my free time (Seo & Green, 2008)	5.3	
Fanship	**6.1**	**α= 0.847**
I consider myself a fan of sport (Seo & Green, 2008)	6.3	
I am a huge fan of sport in general (Seo & Green, 2008)	6.2	
I am a big fan of my favorite team (Seo & Green, 2008)	5.9	
Fan Expression	**4.8**	**α= 0.764**
I can express myself through communication contents (Seo & Green, 2008)	4.3	
I can form my own opinion through communication contents (Seo & Green, 2008)	4.9	
I enjoy interacting with other fantasy sport participants (Seo & Green, 2008)	5.2	
Competition	**5.6**	**α= 0.852**
I enjoy winning (Part I Focus Group)	6.0	
Winning the league prize (trophy, money, etc.) is important to me (Part I Focus Group)	5.3	
I enjoy competing against other team owners/managers (Part I Focus Group)	6.0	
Arousal	**5.3**	**α= 0.798**
Because I get pumped up when I am watching my team (Wann, 1995)	5.3	
I enjoy being emotionally aroused by the competition (Wann, 1995)	5.3	
I like the stimulation I get from participating in fantasy sport (Wann, 1995)	5.3	

Table 6 (Continued)
Statements, Sources, Alpha Level, and Mean of Analyzed Factors

Factor Scale Items (Source of Scale Items)	Means	Alpha Level
Mavenism[a]	**0.9[a]**	**α= 0.922**
I like helping people by providing them with information about fantasy sport (Feick & Price, 1987)	0.7[a]	
People ask me for fantasy sport information (Feick & Price, 1987)	0.6[a]	
My friends think of me as a good source of information when it comes to fantasy sport products (Feick & Price, 1987)	0.5[a]	
If someone asked me, I could tell him or her about fantasy sport products (Web sites, live scoring features, membership benefits, etc.) (Feick & Price, 1987)	1.2[a]	
My friends think of me as a good source when it comes to fantasy sport information (Feick & Price, 1987)	0.8[a]	
If someone asked me fantasy sport related questions; I could provide them with answers (Walsh, Gwinner, & Swanson, 2004)	1.4[a]	
Schwabism[a]	**0.01[a]**	**α= 0.894**
I probably know more about sport statistics than anyone in my fantasy sport league (Newly constructed)	0.2 [a]	
One of the reasons I play fantasy sport is to show my competitors that I am better at managing a team than they are (Newly constructed)	-0.1 [a]	
My knowledge of sport trivia is important in being successful in fantasy leagues (Newly constructed)	-0.7 [a]	
The vast amounts of sports statistics I remember are important to my fantasy sport success (Newly constructed)	0.2 [a]	
When someone has a question about sport statistics, they ask me first (Newly constructed)	-0.1 [a]	
Fantasy sport leagues are a way for me to utilize all of the sport statistics I know (Newly constructed)	0.2 [a]	
I know more about fantasy sport than most people in my league (Newly constructed)	0.5 [a]	
Social Agent	**4.8**	**α= 0.865**
Fantasy sport provides a common conversation topic for me to discuss with others (Part I Focus Group)	5.3	
Fantasy sport provides me with a club-like atmosphere with my fellow league owners (Part I Focus Group)	4.7	
Fantasy sport provides me with a private setting to communicate with other league owners (Part I Focus Group)	4.5	
Fantasy sport creates an environment that encourages social interaction (Part I Focus Group)	4.9	
Social-networking tools (message board, chat, group email, etc.) greatly assist in my fantasy sport experience (Part I Focus Group)	4.5	
Overall Satisfaction	**6.4**	**α= 0.930**
I am glad I have chosen to participate in fantasy sport (Newly constructed)	6.4	
My decision to play fantasy sport was a good one (Newly constructed)	6.3	
I enjoy playing fantasy sport (Newly constructed)	6.5	
Future Intentions	**6.6**	**α= 0.963**
I will continue to play participate in fantasy sport (Newly constructed)	6.5	
I am likely to participate in fantasy sport next season (Newly constructed)	6.6	
I will participate in fantasy sport leagues in the future (Newly constructed)	6.6	

a= Adjusted to -3 to +3 Scale

Table 7
Rotated Component Matrix with Mavenism, Schwabism, and Social Agent Scale Items

Factor	Component 1	Component 2	Component 3
Mavenism			
I like helping people by providing them with information about fantasy sport.	**.586**	.487	
People ask me for fantasy sport information.	**.766**	.348	
My friends think of me as a good source of information when it comes to fantasy sport products.	**.799**		
If someone asked me, I could tell him or her about fantasy sport products (Web sites, live scoring features, membership benefits, etc.).	**.738**		
My friends think of me as a good source when it comes to fantasy sport information.	**.819**	.308	
If someone asked me fantasy sport related questions; I could provide them with answers.	**.788**		
Schwabism			
I probably know more about sport statistics than anyone in my fantasy sport league.	.596		**.591**
One of the reasons I play fantasy sport is to show my competitors that I am better at managing a team than they are.	.359		**.551**
My knowledge of sport trivia is important in being successful in fantasy leagues.			**.810**
The vast amounts of sports statistics I remember are important to my fantasy sport success.			**.812**
When someone has a question about sport statistics, they ask me first.	.555		**.611**
Fantasy sport leagues are a way for me to utilize all of the sport statistics I know.	.331		**.720**
I know more about fantasy sport than most people in my league.	.728		**.425**
Social Agent			
Fantasy sport provides a common conversation topic for me to discuss with others.	.389	**.638**	
Fantasy sport provides me with a club-like atmosphere with my fellow league owners.		**.799**	
Fantasy sport provides me with a private setting to communicate with other league owners.		**.812**	
Fantasy sport creates an environment that encourages social interaction.		**.892**	
Social-networking tools (message board, chat, group email, etc.) greatly assist in my fantasy sport experience.		**.690**	

Table 8
Means and Standard Deviation of Motivation Factors

	N	Mean	Std. Deviation
Fanship	322	6.1	1.2
Competition	322	5.6	1.2
Social Sport	322	5.5	1.4
Surveillance	322	5.4	1.2
Arousal	322	5.3	1.2
Achievement	322	5.1	1.3
Camaraderie	322	5.0	1.4
Pass Time	322	4.9	1.4
Fan Expression	322	4.8	1.3
Ownership	322	4.6	1.4
Escape	322	4.4	1.5

Table 9
Excluded Variables in Stepwise Regression Examining the Motivations' Relationship with Overall Satisfaction (Research Question 2a)

Motivation	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
Ownership	.060	.956	.340	.054	.570
Pass Time	-.047	-.751	.453	-.042	.575
Fan Expression	.018	.295	.768	.017	.631
Fanship	.019	.320	.749	.018	.630
Camaraderie	.105	1.940	.053	.108	.746
Social Sport	.085	1.463	.145	.082	.652
Arousal	.025	.315	.753	.018	.366

Table 10
Excluded Variables in Stepwise Regression Examining the Motivations' Relationship with Future Intention (Research Question 2b)

Motivation	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
Ownership	.024	.417	.677	.023	.755
Achievement	.108	1.659	.098	.093	.574
Surveillance	.091	1.542	.124	.086	.701
Escape	-.069	-1.325	.186	-.074	.888
Pass Time	-.022	-.411	.681	-.023	.824
Fan Expression	-.084	-1.142	.255	-.064	.445
Fanship	.005	.084	.933	.005	.707

Table 11
Participant's Self-Identified Media Usage Increase, No Change, or Decrease Since Beginning Participation in Fantasy Sport.

Media Outlet	Decreased Usage		No Change In Usage		Increased Usage	
	%	N	%	N	%	N
Internet	0.9%	3	8.1%	26	**91.0%**	**293**
Television	6.2%	20	36.6%	118	**57.1%**	**184**
Radio	7.8%	25	**67.1%**	**216**	25.2%	81
Magazine	11.5%	37	**50.3%**	**162**	38.2%	123
Newspaper	10.9%	35	**61.5%**	**198**	27.6%	89

Table 12
Means and Significance Indication for Mavenism Levels and Fantasy Sport Motivations.

Motivation	Low Maven (n=140)	High Maven (n=175)	Both Groups (n=322)
Achievement*	4.53	5.50	5.06
Arousal*	4.77	5.73	5.29
Camaraderie*	4.54	5.35	4.98
Competition*	5.12	6.06	5.63
Escape*	3.97	4.69	4.36
Fan Expression*	4.32	5.18	4.79
Fanship*	5.78	6.38	6.10
Ownership*	4.05	4.98	4.55
Pass Time*	4.62	5.20	4.94
Social Sport*	4.94	5.99	5.51
Surveillance*	4.94	5.74	5.38

*Means are significantly different at Bonferonni's adjusted level of $p<0.005$.

Table 13
Means and Significance Indication for Mavenism Levels and Overall Satisfaction and Future Intentions Associated with Fantasy Sport Participation.

		Overall Satisfaction[a]		Future Intentions[a]	
Mavenism Category	**N**	**Mean**	**Std. Dev.**	**Mean**	**Std. Dev.**
Low Mavenism	147	6.05	1.22	6.25	1.22
High Mavenism	175	6.73	0.59	6.83	0.61
Total	322	6.41	0.99	6.56	0.98

a = Means are significantly different at Bonferonni's adjusted level of $p< 0.025$

Table 14
Means and Significance Indication for Schwabism Levels and Fantasy Sport Motivations.

Motivation	Low Schwabism (n=154)	High Schwabism (n=168)	Both Groups (n=322)
Achievement*	4.58	5.50	5.06
Arousal*	4.94	5.62	5.29
Camaraderie	4.81	5.14	4.98
Competition*	5.24	5.99	5.63
Escape*	4.07	4.63	4.36
Fan Expression*	4.51	5.04	4.79
Fanship	5.92	6.27	6.10
Ownership*	4.03	5.04	4.55
Pass Time	4.72	5.13	4.94
Social Sport*	5.20	5.79	5.51
Surveillance*	5.04	5.68	5.38

* Low and High means are significantly different at Bonferonni's adjusted level of $p<0.005$.

Table 15
Means and Significance Indication for Schwabism Levels and Overall Satisfaction and Future Intentions Associated with Fantasy Sport Participation.

		Overall Satisfaction[a]		Future Intentions[a]	
Schwabism Category	**N**	**Mean**	**Std. Dev.**	**Mean**	**Std. Dev.**
Low Schwabism	154	6.17	1.08	6.40	1.06
High Schwabism	168	6.64	0.84	6.71	0.88
Total	322	6.42	0.99	6.56	0.98

a = Means are significantly different at Bonferonni's adjusted level of $p< 0.025$

APPENDIX B

Item 1
Online Focus Group Topics and Questions

- **In one or more paragraphs, please describe how you first became involved in fantasy sport.**
    - How you first heard about fantasy sport?
    - Who invited you?
    - What made you finally decide to participate?

- **Thank you for sharing your initial engagement with fantasy sport. It is really neat to read about how you all started your fantasy sport careers! My follow up question has to do with the social nature of fantasy sport. Many of you spoke about participating WITH someone, a group of friends, or family. In one or more paragraph(s), please expand upon the following questions or instructions.**
    - What is it about fantasy sport that facilitates this social interaction?
    - How does fantasy sport participation differ from other social outlets? Other sport social outlets?
    - Please expand upon the social interaction that you may or may not have spoken about in your first response.

- **You have discussed how you started in fantasy sport and we have lightly touched upon some of the key reasons for participation. Let's shift the conversation to a discussion on why you continue to participate in fantasy sport. In one or more paragraph(s), please address the following questions.**
    - What are some of the main/major aspects of fantasy sport that draw you to participate?
    - What are some areas most enjoyable during a fantasy sport season?
    - What are some areas most enjoyable during a fantasy sport week?

  Feel free to elaborate on your responses and as always, do not hesitate to comment on/about another post. Your response is important because it is your point of view! Please respond as though this is a brand-new question, even if your responses are looking the same or have some of the same attributes of prior answers.

- **STORY TIME! Please think of a specific experience/time of extreme enjoyment/fun with fantasy sport. This may be a story involving off-season issues, drafting, smack talk, a certain day or week, an entire season, etc. In one or more paragraphs, please share this story of enjoyment with the rest of the group. I encourage you to read others' stories because they will probably bring a smile to all of our faces.**

- **Many of the comments posted thus far have involved some aspects of competition or have had a competitive feel to them. Please expand on these competition issues that you experience with your involvement in fantasy sport. In one or more paragraphs, please address the following questions.**
    - What are the main aspects of competition within your fantasy sport experience?

- Is trash/smack talking a part of the experience?
- Are their people you have known, or are YOU a person that has a 'know-it-all' mentality when it comes to fantasy sport? This may involve statistics, trades, player knowledge, etc.

- **If you had to recruit a person to join your fantasy sport league, how would you approach that conversation? In one paragraph or more, please address the following when trying to recruit a person to join your fantasy league:**
    - What areas of participation would you highlight (positive aspects)?
    - What areas of participation would you warn about (negative aspects)?
    - What would be your selling points for participation in your league?

Item 2
Online Questionnaire

Thank you for choosing to participate in this research examining motivations and outcomes of fantasy sport participation.

This questionnaire will take approximately 10-15 minutes to complete. There is no penalty for not participating in this research and you may choose to stop at anytime. To ensure confidentiality, your name will not appear on the survey, the completion of which will constitute your consent to participate. All information you provide will be held confidential and results will be presented only in group form.

OneMotivations

Please indicate your level of agreement or disagreement with the following statements as to why you participate in fantasy sport.

	Strongly Disagree			Neutral			Strongly Agree
I feel like a general manager of an actual sports team.	❍	❍	❍	❍	❍	❍	❍
I feel a personal sense of achievement when my fantasy team does well.	❍	❍	❍	❍	❍	❍	❍
It provides me with quick and easy access to large volumes of sports information.	❍	❍	❍	❍	❍	❍	❍
It is exciting.	❍	❍	❍	❍	❍	❍	❍
I enjoy the camaraderie of other participants.	❍	❍	❍	❍	❍	❍	❍
It allows me to enter a non-thinking, relaxing period.	❍	❍	❍	❍	❍	❍	❍
It passes the time away, particularly when I'm bored.	❍	❍	❍	❍	❍	❍	❍
It is a hobby of mine.	❍	❍	❍	❍	❍	❍	❍
I am a big fan of my favorite team (professional, college, etc.).	❍	❍	❍	❍	❍	❍	❍
Winning the league prize (trophy, money, etc.) is important to me.	❍	❍	❍	❍	❍	❍	❍

TwoMotivations

Please indicate your level of agreement or disagreement with the following statements as to why you participate in fantasy sport.

	Strongly Disagree			Neutral			Strongly Agree
I feel like a coach of a team.	❍	❍	❍	❍	❍	❍	❍
I feel like I win when my fantasy team wins.	❍	❍	❍	❍	❍	❍	❍
I am able to obtain a wide range of sports information.	❍	❍	❍	❍	❍	❍	❍
It provides me with an increased awareness of athletes and teams.	❍	❍	❍	❍	❍	❍	❍
It helps me stay in touch with people.	❍	❍	❍	❍	❍	❍	❍
I like to trash-talk with other league owners.	❍	❍	❍	❍	❍	❍	❍
I can forget about work.	❍	❍	❍	❍	❍	❍	❍
It is enjoyable.	❍	❍	❍	❍	❍	❍	❍
I can express myself through communication outlets.	❍	❍	❍	❍	❍	❍	❍
I enjoy being emotionally stimulated by the competition.	❍	❍	❍	❍	❍	❍	❍

ThreeMotivations

Please indicate your level of agreement or disagreement with the following statements as to why you participate in fantasy sport.

	Strongly Disagree			Neutral			Strongly Agree
I enjoy controlling the lineup.	❍	❍	❍	❍	❍	❍	❍
Winning at fantasy sport improves my self-esteem.	❍	❍	❍	❍	❍	❍	❍
The fantasy sport related information obtained from my participation is useful.	❍	❍	❍	❍	❍	❍	❍
It is entertaining.	❍	❍	❍	❍	❍	❍	❍
I like to chat with people about sports.	❍	❍	❍	❍	❍	❍	❍
It gives me something to do to occupy my time.	❍	❍	❍	❍	❍	❍	❍
I consider myself a fan of sport in general.	❍	❍	❍	❍	❍	❍	❍
I enjoy competing against other team owners.	❍	❍	❍	❍	❍	❍	❍
I like to share my opinions about sport teams and players.	❍	❍	❍	❍	❍	❍	❍
I love the feeling of ownership.	❍	❍	❍	❍	❍	❍	❍

FourMotivations

Please indicate your level of agreement or disagreement with the following statements as to why you participate in fantasy sport.

	Strongly Disagree			Neutral			Strongly Agree
It's like having a team in my control.	❍	❍	❍	❍	❍	❍	❍

I enjoy drafting my own players.	❍	❍	❍	❍	❍	❍	❍
I can learn about things happening in the sports world.	❍	❍	❍	❍	❍	❍	❍
It provides me with more information about real players and teams.	❍	❍	❍	❍	❍	❍	❍
It allows me to get along with other league owners.	❍	❍	❍	❍	❍	❍	❍
It allows me to escape from my daily routine.	❍	❍	❍	❍	❍	❍	❍
I am a huge fan of sport in general.	❍	❍	❍	❍	❍	❍	❍
I can form my own opinion through communication contents.	❍	❍	❍	❍	❍	❍	❍
I like the stimulation I get from participating.	❍	❍	❍	❍	❍	❍	❍
Being better than my opponent is important.	❍	❍	❍	❍	❍	❍	❍

FivMotivations

Please indicate your level of agreement or disagreement with the following statements as to why you participate in fantasy sport.

	Strongly Disagree			Neutral			Strongly Agree
I feel more up-to-date with sport information.	❍	❍	❍	❍	❍	❍	❍
It is cool.	❍	❍	❍	❍	❍	❍	❍
I like to socialize.	❍	❍	❍	❍	❍	❍	❍
It is amusing.	❍	❍	❍	❍	❍	❍	❍
I enjoy debating sport-related issues.	❍	❍	❍	❍	❍	❍	❍
I can escape from reality.	❍	❍	❍	❍	❍	❍	❍
It is something to do in my free time.	❍	❍	❍	❍	❍	❍	❍
I enjoy interacting with other fantasy sport participants.	❍	❍	❍	❍	❍	❍	❍
I enjoy winning.	❍	❍	❍	❍	❍	❍	❍
Because I get pumped up when I am watching my fantasy team(s).	❍	❍	❍	❍	❍	❍	❍

SPLevel

Please indicate the highest level of organized sport you have competed in.

- ❍ Youth Sport
- ❍ High School Sport
- ❍ College Sport
- ❍ Olympic Sport
- ❍ Professional Sport
- ❍ Other : _____

SRec

Do you currently compete in a recreational sport?

- ❍ Yes
- ❍ No

SSport

Please indicate the recreational sport you participate in. (Check all that apply).

- ❑ Football
- ❑ Basketball
- ❑ Baseball
- ❑ Softball
- ❑ Auto
- ❑ Golf
- ❑ Hockey
- ❑ Other : _____

MediaUsage

Please indicate your level of increased or decreased usage of the following media outlets as a result of beginning participation in fantasy sport.

	Greatly decreased usage	Decreased usage	Slightly decreased usage	No change in usage	Slightly increased usage	Increased usage	Greatly increased usage
Internet	❍	❍	❍	❍	❍	❍	❍
Television	❍	❍	❍	❍	❍	❍	❍
Radio	❍	❍	❍	❍	❍	❍	❍
Magazine	❍	❍	❍	❍	❍	❍	❍
Newpaper	❍	❍	❍	❍	❍	❍	❍

Scenario2

Please read the following statements and mark the response best indicating your level of agreement or disagreement with each individual statement.

	Strongly Disagree						Strongly Agree
I probably know more about sport statistics than anyone in my fantasy sport league.	❍	❍	❍	❍	❍	❍	❍
One of the reasons I play fantasy							

sport is to show my competitors that I am better at managing a team than they are.	❍	❍	❍	❍	❍	❍	❍
My knowledge of sport trivia is important in being successful in fantasy leagues.	❍	❍	❍	❍	❍	❍	❍
The vast amounts of sports statistics I remember are important to my fantasy sport success.	❍	❍	❍	❍	❍	❍	❍
When someone has a question about sport statistics, they ask me first.	❍	❍	❍	❍	❍	❍	❍
Fantasy sport leagues are a way for me to utilize all of the sport statistics I know.	❍	❍	❍	❍	❍	❍	❍
I am likely to participate in fantasy sport next season.	❍	❍	❍	❍	❍	❍	❍

Motivation1

Please read the following statements and mark the response best indicating your level of agreement or disagreement with each individual statement.

	Strongly Disagree						**Strongly Agree**
I like helping people by providing them with information about fantasy sport.	❍	❍	❍	❍	❍	❍	❍
People ask me for fantasy sport information.	❍	❍	❍	❍	❍	❍	❍
My friends think of me as a good source of information when it comes to fantasy sport products.	❍	❍	❍	❍	❍	❍	❍
If someone asked me, I could tell him or her about fantasy sport products (Web sites, live scoring features, membership benefits, etc.).	❍	❍	❍	❍	❍	❍	❍
My friends think of me as a good source when it comes to fantasy sport information.	❍	❍	❍	❍	❍	❍	❍
If someone asked me fantasy sport related questions, I could provide them with answers.	❍	❍	❍	❍	❍	❍	❍
I will continue to participate in fantasy sport.	❍	❍	❍	❍	❍	❍	❍

SocialAgent1

Please read the following statements and mark the response best indicating your level of agreement or disagreement with each individual statement.

	Strongly Disagree						**Strongly Agree**
Fantasy sport provides a common conversation topic for me to discuss with others.	❍	❍	❍	❍	❍	❍	❍
Fantasy sport provides me with a club-like atmosphere with my fellow league owners.	❍	❍	❍	❍	❍	❍	❍
Fantasy sport provides me with a private setting to communicate with other league owners.	❍	❍	❍	❍	❍	❍	❍
Fantasy sport creates an environment that encourages social interaction.	❍	❍	❍	❍	❍	❍	❍
Social-networking tools (message board, chat, group email, etc.) greatly assist in my fantasy sport experience.	❍	❍	❍	❍	❍	❍	❍
I enjoy playing fantasy sport.	❍	❍	❍	❍	❍	❍	❍

MotivUsage21

Please read the following statements and mark the response best indicating your level of agreement or disagreement with each individual statement.

	Strongly Disagree						**Strongly Agree**
I find myself consuming (watching, listening, or following online) more sporting contests/games since beginning my participation in fantasy sport.	❍	❍	❍	❍	❍	❍	❍
I find myself seeking out (watching, listening, or online) more sport information since beginning my participation in fantasy sport.	❍	❍	❍	❍	❍	❍	❍
I find myself following (watching, listening, online) more individual players since beginning my participation in fantasy sport.	❍	❍	❍	❍	❍	❍	❍
I don't follow team (watching, listening, online) accomplishments as much since beginning my participation in fantasy sport.	❍	❍	❍	❍	❍	❍	❍
My decision to play fantasy sport was	❍	❍	❍	❍	❍	❍	❍

a good one.

Scenario22

Please read the following statements and mark the response best indicating your level of agreement or disagreement with each individual statement.

	Strongly Disagree						Strongly Agree
I know more about fantasy sport than most people in my league.	❍	❍	❍	❍	❍	❍	❍
There is at least one know-it-all in my fantasy sport league.	❍	❍	❍	❍	❍	❍	❍
Winning against a know-it-all provides great satisfaction.	❍	❍	❍	❍	❍	❍	❍
Taking advantage of less knowledgable owners is part of a know-it-all's actions.	❍	❍	❍	❍	❍	❍	❍
There are people in my league who like to trash-talk about how much they know about the league (their team, my team, players, statistics, etc.)	❍	❍	❍	❍	❍	❍	❍
Winning is important when desiring to be classified as a know-it-all.	❍	❍	❍	❍	❍	❍	❍
I am glad I have chosen to participate in fantasy sport.	❍	❍	❍	❍	❍	❍	❍
I will participate in fantasy sport leagues in the future.	❍	❍	❍	❍	❍	❍	❍

MBnew

Do you use message boards to assist in your fantasy sport experience?

❍ Yes
❍ No

MBnew1

Why/how do you use message boards to assist in your fantasy sport experience?

_____
_____
_____
_____

MBnew2

How often do you use message boards during the season to assist in your fantasy sport experience?

❍ Daily
❍ More than once a week
❍ Once a week
❍ Less than once a week
❍ Other : _____

MBnew1

Why don't you use message boards to assist in your fantasy sport experience?

_____
_____
_____
_____

Page2

FSport

Please indicate the fantasy sport(s) you participate in. (Check all that apply).

❑ Professional Football (NFL)
❑ Professional Baseball (MLB)
❑ Professional Basketball (NBA)
❑ Auto (NASCAR, Indy Car, etc.)
❑ Professional Golf (PGA/LPGA)
❑ Professional Hockey (NHL)
❑ Other : _____

FSfavorite

Please indicate your favorite fantasy sport.

❍ Professional Football (NFL)
❍ Professional Baseball (MLB)
❍ Professional Basketball (NBA)
❍ Auto (NASCAR, Indy Car, etc.)
❍ Professional Golf (PGA/LPGA)
❍ Professional Hockey (NHL)
❍ Other : _____

FSNumber

Please indicate the number of fantasy sport leagues you are involved in per year.

(0 - 255)

FSHours

Please indicate how many hours, per week, you spend devoted to fantasy sport during the season.

(0 - 255)

FSYears

Please indicate how many years you have participated in fantasy sport.

(0 - 255)

Page

AgeDemo

Please indicate your age.

(0 - 99)

DemoGender

Please indicate your gender.

- Male
- Female

DemoEthnicity

Please indicate your ethnicity.

- African-American/Black
- Asian
- Caucasian/White
- Hispanic
- Multi-Ethnicity
- Self Identify : _____

Page1

DemoMarital

Please indicate your marital/household status.

- Single
- Married/Partner
- Divorced
- Widowed
- Other

DemoChildren

Please indicate how many children, 17 and younger, reside within your household.

(0 - 99)

DemoIncome

Please indicate your yearly household income.

(0 - 1000000)

DemoEduc

Please indicate your highest completed level of education.

- High school or below
- Some college
- College degree
- Graduate degree

DemoZip

Please provide your zip code.

(0 - 99999)

Please provide an email address if you would like to be entered into a drawing for one of two $50 prizes.

- ❍ Email : _____
- ❍ Not interested

Thank you for participating in this research. Your time and input are greatly appreciated.
Please press next to finish questionnaire.

Figure 1
Participants' Fantasy Sport Usage Percentages and Favorite Fantasy Sport Percentages

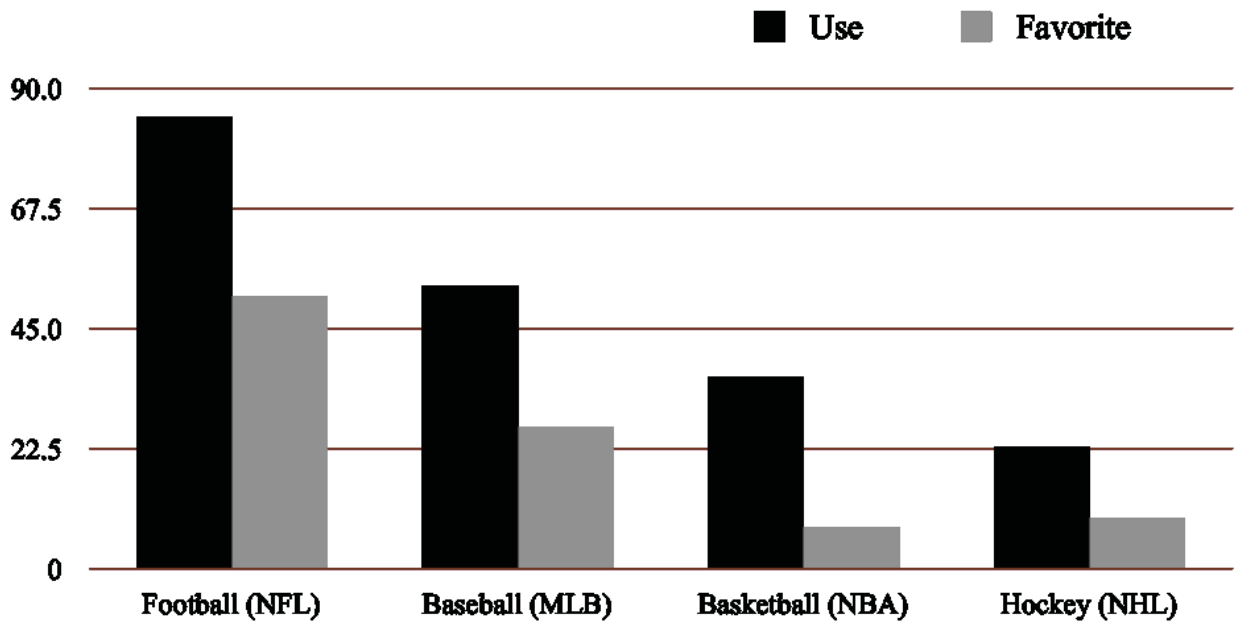


Figure 2
Participant's Agreement or Disagreement to Game Consumption and Information Seeking Behaviors Increasing Since Beginning Participation in Fantasy Sport

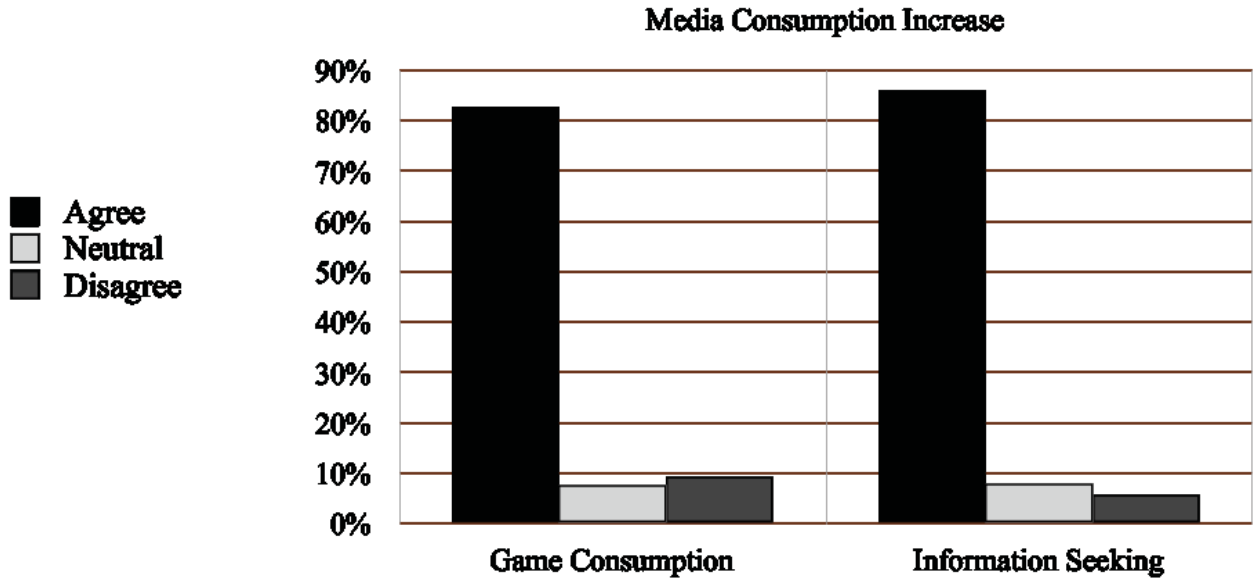
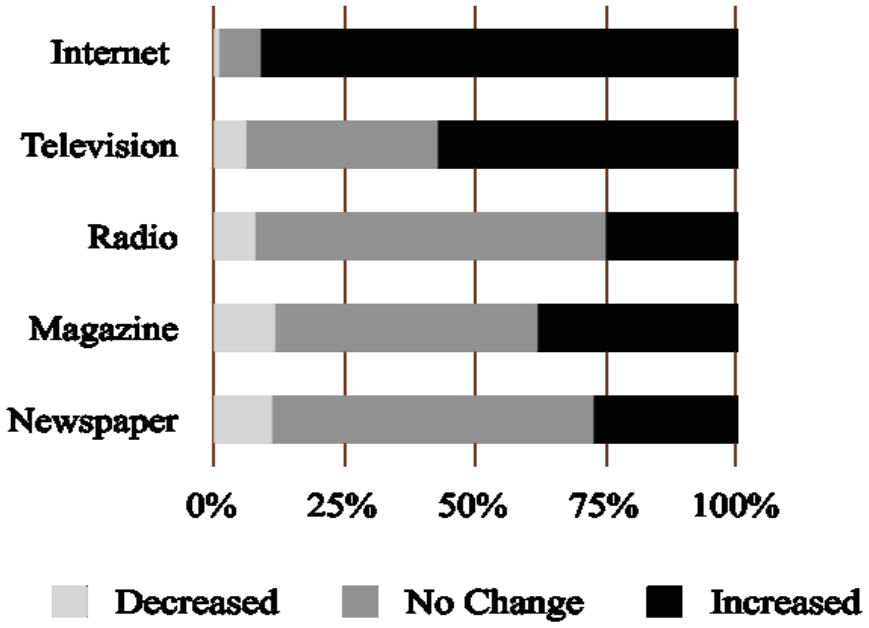


Figure 3
Participant's Self-Identified Media Usage Increase, No Change, or Decrease Since Beginning Participation in Fantasy Sport



APPENDIX C

Item 3

Form A: Certification for Exemption from IRB Review for Research Involving Human Subjects for Part I

THE UNIVERSITY of TENNESSEE
College of Education, Health & Human Sciences
Department of Exercise, Sport, & Leisure Studies
1914 Andy Holt Avenue, 322 HPER Building
Knoxville, TN 37996-2700
Phone: (865) 974-3340
Fax: (865) 974-8981

MEMORANDUM

TO: Dr. Robin Hardin
Brody James Ruihley
Department of Exercise, Sport, and Leisure Studies
1914 Andy Holt Avenue
University of Tennessee
Knoxville, TN 37996-2700

FROM: Dr. Craig Wrisberg CAW
Departmental Review Committee Chair

SUBJECT: Approval of Form A – Use of Human Subjects in Research

DATE: November 12, 2009

The Departmental Committee has reviewed your Form A and has approved it for Compliance with Human Subject Research Guidelines for the project entitled: "Motivations of Fantasy Sport Participation."

Attached is a copy of the approved Form A with appropriate signatures. If you have any questions, please feel free to contact me at (865) 974-1283.

As soon as you receive final approval from Brenda Lawson in the Office of Research you may proceed with your study.

Best wishes for a successful project.

c: Dr. Dixie Thompson, Ms. Brenda Lawson

FORM A

Certification for Exemption from IRB Review for Research Involving Human Subjects

---

A. PRINCIPAL INVESTIGATOR(s) and/or CO-PI(s)

Principal Investigator:
Brody James Ruihley
Doctoral Candidate
College of Education, Health, and Human Sciences
Department of Exercise, Sport, and Leisure Studies

Academic Advisor to Principal Investigator:
Dr. Rob Hardin
Assistant Professor
College of Education, Health, and Human Sciences
Department of Exercise, Sport, and Leisure Studies

B. DEPARTMENT: Department of Exercise, Sport, & Leisure Studies

C. COMPLETE MAILING ADDRESS AND PHONE NUMBER OF PI(s) and CO-PI(s):

Principal Investigator:
Brody James Ruihley
College of Education, Health, and Human Sciences
Department of Exercise, Sport, and Leisure Studies
1914 Andy Holt Avenue
322 HPER Building
Knoxville, TN 37996-2700
brody@utk.edu
(859) 539-2958

Academic Advisor to Principal Investigator:
Rob Hardin
College of Education, Health, and Human Sciences
Department of Exercise, Sport, and Leisure Studies
1914 Andy Holt Avenue
335 HPER Building
Knoxville, TN 37996-2700
robh@utk.edu
(865) 974-1281

D. TITLE OF PROJECT: Motivations and outcomes of fantasy sport participation.

E. EXTERNAL FUNDING AGENCY AND ID NUMBER (if applicable)**: N/A**

F. GRANT SUBMISSION DEADLINE (if applicable)**: N/A**

G. STARTING DATE (NO RESEARCH MAY BE INITIATED UNTIL CERTIFICATION IS GRANTED.)**:**
Upon IRB Approval

H. ESTIMATED COMPLETION DATE (Include all aspects of research and final write-up.)**:**
March 1, 2010

I. RESEARCH PROJECT

1. Objective(s) of Project (Use additional page, if needed.)**:**
The purpose of this research is to (1) gain familiarity of who the fantasy sport user is, (2) develop an understanding of the motivations behind fantasy sport participation, and (3) determine if there any outcomes of fantasy sport participation specifically involving media use, message board use, sport participation, and future intentions.

Subjects (Use additional page, if needed.)**:**
The participants for this research will be comprised of fantasy sport participants from multiple areas within the United States. The participants will be 18 years of age or older. The participant selection will be a combination of purposive sampling (fantasy sport users), convenient sampling (local and recruited from prior research), and snowball sampling (participants will be asked to forward the participation invitation to other fantasy sport users). Participants will be recruited using a list of emails provided from prior research where the participants indicated that they would like to participate in future research pertaining to fantasy sport. They identified a desire to participate by providing their email. They will be contacted via email but required to choose a pseudonym within the data collection procedures of this current research.

2. Methods or Procedures (Use additional page, if needed.)**:**

- *First*, a private blog will be created and participants will be recruited via an email invitation. Upon their acceptance, formation of two initial focus groups will take place with ten people in each group. The participants will be invited to participate via email, but when they sign up to the blog, they will be asked to create a pseudonym. This pseudonym will be the only identifier attached to their responses.
- *Second*, through email, the nature of the study, informed consent, the instructions of the focus group, and the timeline will all be explained.
- *Third*, the focus group will begin by posting a question online (using a blog) on the morning of the first day. The participants will be asked to respond to the question within 24 hours of the posting. The participants will then be encouraged to respond to each other's postings to create a discussion style format.
- *Fourth*, more questions will be posted on subsequent days to inquire further about the topic. This process, for one focus group, is expected to take five days.
- *Fifth*, the session will be closed and ended with an email expressing thanks and gratitude. This process will be done for at least two focus groups and more if redundancy or saturation is not reached.
- The results of the study will be presented in group format.

CATEGORY(s) FOR EXEMPT RESEARCH PER 45 CFR 46 (See instructions for categories.)**: 2**

J. CERTIFICATION: The research described herein is in compliance with 45 CFR 46.101(b) and presents subjects with no more than minimal risk as defined by applicable regulations.

Principal Investigator: Brody James Ruihley — Signature: BRODY RUIHLEY — Date: 11-11-09

Student Advisor: Rob Hardin — Signature: [illegible] — Date: 11-11-09

Department Review Committee Chair: Name: Craig Wrisberg — Signature: [illegible] — Date: 11-12-09

APPROVED:
Department Head: Name: Dixie Thompson — Signature: [illegible] — Date: 11/12/09

COPY OF THIS COMPLETED FORM MUST BE SENT TO COMPLIANCE OFFICE IMMEDIATELY UPON COMPLETION.

Rev. 01/2005

Item 4

Form A: Certification for Exemption from IRB Review for Research Involving Human Subjects for Part II

THE UNIVERSITY of TENNESSEE
College of Education, Health & Human Sciences
Department of Exercise, Sport, & Leisure Studies
1914 Andy Holt Avenue, 322 HPER Building
Knoxville, TN 37996-2700
Phone: (865) 974-3340
Fax: (865) 974-8981

MEMORANDUM

TO: Brody Ruihley
Dr. Robin Hardin
Department of Exercise, Sport, and Leisure Studies
1914 Andy Holt Avenue
University of Tennessee
Knoxville, TN 37996-2700

FROM: Dr. Craig Wrisberg CAW
Departmental Review Committee Chair

SUBJECT: Approval of Form A – Use of Human Subjects in Research

DATE: December 15, 2009

The Departmental Committee has reviewed your Form A and has approved it for Compliance with Human Subject Research Guidelines for the project entitled: "Motivations and Outcomes of Fantasy Sport Participation."

Attached is a copy of the approved Form A with appropriate signatures. If you have any questions, please feel free to contact me at (865) 974-1283.

As soon as you receive final approval from Brenda Lawson in the Office of Research you may proceed with your study.

Best wishes for a successful project.

c: Dr. Dixie Thompson, Ms. Brenda Lawson

FORM A

Certification for Exemption from IRB Review for Research Involving Human Subjects

---

J. PRINCIPAL INVESTIGATOR(s) and/or CO-PI(s)

Principal Investigator:
Brody James Ruihley
Doctoral Candidate
College of Education, Health, and Human Sciences
Department of Exercise, Sport, and Leisure Studies

Academic Advisor to Principal Investigator:
Dr. Robin Hardin
Associate Professor
College of Education, Health, and Human Sciences
Department of Exercise, Sport, and Leisure Studies

K. DEPARTMENT: Department of Exercise, Sport, & Leisure Studies

L. COMPLETE MAILING ADDRESS AND PHONE NUMBER OF PI(s) and CO-PI(s):

Principal Investigator:
Brody James Ruihley
College of Education, Health, and Human Sciences
Department of Exercise, Sport, and Leisure Studies
1914 Andy Holt Avenue
322 HPER Building
Knoxville, TN 37996-2700
brody@utk.edu
(859) 539-2958

Academic Advisor to Principal Investigator:
Robin Hardin
College of Education, Health, and Human Sciences
Department of Exercise, Sport, and Leisure Studies
1914 Andy Holt Avenue
335 HPER Building
Knoxville, TN 37996-2700
robh@utk.edu
(865) 974-1281

M. TITLE OF PROJECT: Motivations and outcomes of fantasy sport participation.

N. EXTERNAL FUNDING AGENCY AND ID NUMBER (if applicable)**: N/A**

O. GRANT SUBMISSION DEADLINE (if applicable)**: N/A**

P. STARTING DATE (NO RESEARCH MAY BE INITIATED UNTIL CERTIFICATION IS GRANTED.)**:**
Upon IRB Approval

Q. ESTIMATED COMPLETION DATE (Include all aspects of research and final write-up.)**:**
March 1, 2010

R. RESEARCH PROJECT

3. Objective(s) of Project (Use additional page, if needed.)**:**
The purpose of this is to develop an understanding of the motivations and outcomes of fantasy sport participation.

Subjects (Use additional page, if needed.)**:**
The participants for this research will be comprised of fantasy sport participants. The participants will be 18 years of age or older.

4. Methods or Procedures (Use additional page, if needed.)**:**
Respondents will be fantasy sport participants ages 18 and older and will be recruited via sport message boards, sport Web sites, and listservs. An invitation will be extended providing a link to the online questionnaire (see attached). The participants will be assured that all information gathered will be held confidential and presented only in group form. To assure confidentially, participants' names will not appear on the questionnaires, the completion of which will constitute the respondents' consent to participate.

CATEGORY(s) FOR EXEMPT RESEARCH PER 45 CFR 46 (See instructions for categories.)**: Category 2:**

Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior.

J. CERTIFICATION: The research described herein is in compliance with 45 CFR 46.101(b) and presents subjects with no more than minimal risk as defined by applicable regulations.

Principal Investigator: BRODY JAMES RUIHLEY (Brody James Ruihley) Signature 12-15-09 Date

Student Advisor: ROB HARDIN (Rob Hardin) Signature 12-15-09 Date

Department Review Committee Chair: Craig Wrisberg (Name) Signature 12-15-09 Date

APPROVED:
Department Head: Dixie Thompson (Name) Signature 12/15/09 Date

COPY OF THIS COMPLETED FORM MUST BE SENT TO COMPLIANCE OFFICE IMMEDIATELY UPON COMPLETION.

Rev. 01/2005

VITA

Brody James Ruihley was born in Dayton, Ohio. Throughout his childhood, he lived in Dayton, Ohio, Fort Wayne, Indiana, Versailles, Kentucky, and Bryan, Ohio. He graduated from Bryan High School in 2001. The same year, Brody enrolled at the University of Kentucky, where he obtained a Bachelor of Arts degree in Communication in 2005. Brody went on to obtain his Master's of Science degree at the University of Louisville in 2006. He worked for the Fort Wayne Wizards Baseball Club and Collins Bowling Centers, Inc throughout his Bachelor and Master's degrees and worked one year full-time for Collins Bowling Centers Inc the year following his Master's education. This research is part of the current pursuit of his Doctorate Degree in Exercise and Sport Studies with a concentration in Sport Studies and a specialization in Sport Management. Brody will be joining the faculty in the Physical Education Department, as an Assistant Professor of Sport Management, at the University of Southern Indiana in the summer of 2010.